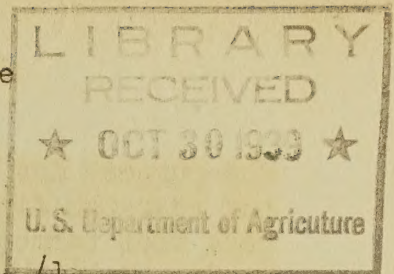


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A SUMMARY OF EXTENSION WORK IN MARKETING /1

Development

Organized extension marketing work, through specialists in State extension services, was begun in the latter part of 1914, in cooperation with the Federal Office of Extension Work and the Office of Markets and Rural Organization of the United States Department of Agriculture. Two States, Mississippi and Oregon, initiated this work in the fiscal year, July 1914 to June 1915. On July 1, 1915, South Carolina, Louisiana, and Tennessee employed specialists and established general marketing extension work. North Carolina also on July 1, 1915, employed a specialist in cotton marketing with particular reference to grading and classing. Among other States that introduced marketing work into their extension programs during these early years were Alabama, Arkansas, Michigan, New Jersey, New York, Utah, and Vermont.

From this early beginning extension marketing work has grown until at the present time 125 specialists devote all or part of their time to marketing in cooperation with the county agents in approximately 3,000 counties. In addition, a large number of subject matter specialists, club leaders, home economics specialists, farm management specialists, and others spend at least part of their time on activities pertaining to marketing. The volume of work has increased steadily from year to year, until in 1938 our reports show that assistance was given farmers in solving marketing problems in some 18,600 communities. In these communities county agricultural agents and specialists with the help of over 14,000 farmers acting as voluntary leaders have assisted approximately 1,200,000 farmers with their marketing and purchasing problems. These farmers were helped either as individuals or as members of cooperative organization groups. Much of the educational work has resulted in the establishment of new marketing services and facilities. Present assistance given farmers in marketing work amounts to more than twice that accomplished by the Extension Service only a few years ago when the Federal Farm Board was responsible for focusing the Nation's attention on the problems of agricultural marketing.

Objectives

Marketing extension work in various States, counties, and communities has been developed to provide farmers, distributors, and consumers with information and assistance in bringing about greater efficiency in the system of marketing and distribution. The work has been planned in such a way as to make it economically sound, well adapted to local conditions but consistent with national programs and probable future trends.

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/1 Prepared by Economics Section, Division of Subject Matter, October 18, 1939.



The purpose has been to use the best experience in educational methods and research findings available. Attention has been centered on the fact that farmers are interested in getting their marketing services performed at the lowest cost, and in such a way as to net the greatest returns in keeping with the actual market value of the products sold. This is the basis for the educational program which has had as its purpose the teaching of principles, policies, costs, and methods employed in the marketing and distribution of farm products. Another objective has been the dissemination of marketing information which would be helpful to farmers both as individuals and as members of cooperative purchasing and marketing associations. These objectives and purposes have necessitated a broad and comprehensive program of work.

#### Program of Work

Marketing extension programs generally have centered around the following considerations:

1. Costs of distribution and spreads between prices received by farmers and those paid by consumers.
2. Unnecessary duplication of marketing functions.
3. Improvement of market facilities.
4. Changing market outlets and consumer demands.
5. Development of that quantity, quality, and variety of products in keeping with specific market demands and the necessary standardization, grading, and packing to promote the greatest efficiency in marketing.
6. The place of cooperative institutions in the marketing system.
7. Marketing agreements, marketing quotas, commodity loans, and other programs designed to relieve market surpluses.
8. The price level and influence of general conditions on the market outlet for farm products.
9. Obtaining accurate information upon which may be based decisions as to when and where to sell most advantageously.
10. Credit with particular reference to distribution both by individual farmers and by cooperative associations.

During the past year 21,100 marketing meetings and demonstrations were held in the field. In addition, more than 37,000 farm or home visits were made during the year, and individual assistance was given



through 278,000 office calls. Some 11,000 news stories were published, and more than 8,000 different circular letters were issued in connection with the work. Moreover, assistance was given 1,359 new marketing associations during their period of organization, while 5,348 associations which previously had been organized were assisted. Such help concerned management, membership, accounting, financing, processing, reorganization, standardization, market outlets, market information, and other operative problems of cooperatives.

### Methods

Decisions concerning marketing problems require a wide range of information since these problems arise both from farm operations and from outside influences and adjustments in the entire field of marketing. Many such decisions have been made without an adequate knowledge or understanding of the factors affecting the particular situation in question. In this connection, the important jobs are assembling and interpreting marketing information in practical, usable form and training leadership to assist farm people in becoming acquainted with the facts. Extension marketing specialists prepare and distribute market information currently among farmers, consumers, and trade agencies. This information deals with price trends, production changes, shifts in demand, market conditions, shifts in methods and practices in marketing, changes in marketing costs, market outlets, and other factual information.

Many varied but approved methods of extension teaching are used in an effort to meet the need of farm people for marketing information in the various communities. These methods consist of field meetings, marketing schools, market tours, discussion group meetings, method and result demonstrations, training schools, surveys, and analysis work. Other work usually conducted through marketing and planning committees involves quality improvement programs, program building, programs for rural youth, marketing agreement and purchase programs, and in rendering assistance to cooperatives. Extensive use is made of the radio and press, publications, circular letters, the telephone, and illustrative materials such as charts, graphs, film strips, lantern slides, motion pictures, and exhibits.

### Cooperating Parties

In conducting the work as reported, the Extension Service has had the close cooperation and assistance of many agencies interested in the marketing of farm commodities. Among the most important of these agencies are the State agricultural colleges and experiment stations, the State departments of agriculture and bureaus of markets, private and public research and educational agencies, general farm organizations, cooperative organizations, trade associations, and distributor groups. Federal agencies which cooperate with the Extension Service on marketing work are the Farm Credit Administration, the Bureau of Agricultural Economics, the Agricultural Marketing Service, the Division of Marketing and Marketing Agreements of the Agricultural Adjustment Administration, the Federal



Surplus Commodity Corporation, the Marketing Division of the Farm Security Administration, the Rural Electrification Administration, the Federal Crop Insurance Corporation, and the Tennessee Valley Authority. The marked advancement in marketing extension has been enhanced by the cooperation and assistance of these groups.

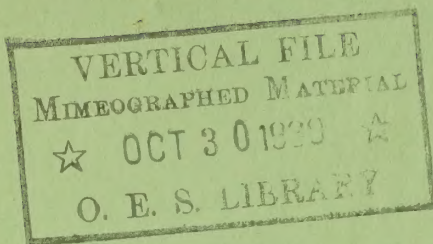
### Future Needs

Although much effort has been expended in conducting marketing educational programs for the benefit of farmers, much more remains to be done in the future. With rapidly changing economic conditions, shifts in demand and changes in transportation, resulting in necessary changes in methods of marketing, farmers feel an increased need, and are making increasingly greater demands on extension personnel for more information and assistance in order to cope with the problems confronting them.

The most obvious marketing problem in the minds of the majority of people involves the spread in prices received by farmers and the prices paid by consumers. For a number of years the spread between prices paid by consumers for food and prices received by producers has been widening. As shown in a recent release of the Bureau of Agricultural Economics, the trend in the relative cost of distributing 58 selected foods has been gradually increasing for the past quarter of a century. The percentage of the consumer's food dollar which was paid for transportation, processing, and all other marketing costs has increased from an average of 45 percent for the 8-year period 1913-20 to 54 percent for the years 1921-29, and to 60 percent from 1930 to 1938. These increased costs have been brought about largely through duplication in marketing methods, facilities, and services; legal barriers to interstate trade; increased costs and services in packaging, processing, and advertising; a certain amount of inefficiency, speculation, and excessive wastes in distribution; and a lag in the change of fixed costs to conform to a falling price level.

To say offhand that the increase in costs of distribution has been necessary or unnecessary is to take a somewhat narrow view of the problem. It illustrates the point that no single solution to the problem of securing greater efficiency in our system of marketing and thereby reducing distribution costs can be obtained. It emphasizes the need, however, for a great amount of investigational and educational work to provide a basis for action programs in marketing. In like manner, educational programs will be fundamental in future market planning conducted for the purpose of considering the significant economic problem areas in the field of marketing of agricultural products.





# EXTENSION MARKETING WORK IN THE UNITED STATES

## Summary of 1938 Activities

Prepared by  
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Economics Section, Extension Service  
United States Department of Agriculture

September 1939

1414-39





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EXTENSION MARKETING WORK IN THE UNITED STATES  
(Summary of 1938 Activities)/1

By  
W. B. Stout/2  
Senior Extension Economist

INTRODUCTION .

Marketing problems-and methods of solving them are receiving an increased amount of attention today from farmers, distributors, public agencies, consumers, and all groups interested in agriculture and the Nation's welfare. One of the most obvious marketing problems in the minds of the majority of the people involves the spread in prices received by farmers and prices paid by consumers. Both farmers and consumers are greatly interested in costs of distribution, the farmers particularly when agricultural prices drop and the consumers when prices rise. For a number of years the spread between prices paid by consumers for food and prices received by producers has been widening. As shown in a release of the Bureau of Agricultural Economics, under date of February 1939, the cost of distributing 58 selected foods has been gradually increasing since before the War. The percentage of the consumer's food dollar which was paid for transportation, processing, distribution, and all other marketing costs has increased from an average of 45 percent for the eight years 1913-20 to 54 percent for the decade 1921-30, and to 60 percent for the years 1931-38.

These increased costs have been brought about largely through duplication in marketing methods, facilities, and services; a lag in the change of fixed costs and their failure to conform to a falling price level which has prevailed during most of the period; legal barriers to interstate trade; increased costs and services in packaging, processing, and advertising; as well as a certain amount of inefficiency, speculation, and excessive wastes in distribution.

Many of the increased costs in marketing have arisen from the performance of these services for consumers. One result of these new services plus other marketing functions has been to increase the number

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/1 The contents of this report are based entirely on the 1938 annual reports submitted by the State marketing specialists in the various States, while the extension work in marketing conducted by other State extension personnel is not included herein. Consequently not all of the assistance rendered farmers in the field of marketing by the Extension Service will be accounted for in this report.

/2 The author of this report hereby wishes to acknowledge the valuable assistance and constructive suggestions rendered by H. M. Dixon, W. C. Ockey, and W. B. Silcox in the preparation of the manuscript.



of persons gainfully employed in the field of distribution nearly 600 percent between 1870 and 1930. This may be compared to an increase of approximately 275 percent for all occupations during the same period. To say offhand that the increase in costs of distribution has been necessary or unnecessary is to take a somewhat narrow view of the problem. It illustrates the point, however, that no single solution to the problem of securing greater efficiency in our system of marketing and, thereby, reducing distribution costs can be obtained. This task requires the cooperation of all agencies. Real efficiency in marketing might well result in lower prices to consumers, greater incomes to farmers, and in greater profits to dealers and processors.

We know, however, that in many instances the costs of marketing add more to the cost of farm products than all the expenses incurred in production. The farmer is concerned in getting his marketing services performed at the lowest cost. With rapidly changing economic conditions, shifts in demand, and changes in transportation, resulting in necessary changes in the methods of marketing, farmers feel an increased need for more information and assistance to cope with the problems confronting them. In an effort to study these problems more thoroughly and develop solutions to them, the marketing extension specialists, county agents, and other extension representatives have been called upon for a greater amount of assistance during recent years than ever before. The result is that the number of farmers benefiting from information received through marketing extension programs has more than doubled during the past six years. Furthermore, the records of county extension agents show that during 1938 approximately 1,200,000 farmers in 18,600 communities have been assisted with their marketing problems either as individuals or as members of cooperative marketing and purchasing groups.

For the purpose of more fully discussing the broad and varied marketing programs which the various States have conducted during the past year, the work will be classified into several major categories. These major divisions will consist of general educational programs, programs for 4-H and rural youth groups, marketing agreement and purchase programs, assistance to cooperative organizations, surveys and analysis work, marketing and economic information, and related activities.

#### GENERAL EDUCATIONAL PROGRAMS

Since the primary purpose of extension work is to disseminate information and help in educating farmers and other interested parties and agencies regarding agricultural situations, those responsible for the marketing program have devoted much of their time in an effort to accomplish their purposes through the use of such educational methods as field meetings, schools, demonstrations, market tours, and committee meetings.



### Field Meetings.

County and local extension meetings are considered by most States as one of the most effective means of presenting and discussing marketing information among farmers. Consequently, this method of approach has been used quite widely in presenting information pertaining to the marketing of farm products and related problems. For example, North Dakota reports that 46 county wool marketing meetings were held in the State during the year with an attendance of 2,074 people. At these meetings, the discussions centered around the care and management of sheep, wool marketing and grading, the sheep and wool outlook, wool prices, and the Commodity Credit Corporation wool loans. In addition, a moving picture entitled "From Fleece to Fabric" was shown. Some 1,200 wool producers attended 41 meetings held in Missouri by the marketing and livestock specialists at which the advantages of marketing wool cooperatively and the details of the Commodity Credit Corporation loans on wool were discussed. Other States which have reported the holding of meetings for the benefit of wool growers during the past year are Kentucky, Idaho, Colorado, Nevada, and Minnesota.

In carrying out the livestock marketing program in Oklahoma, the marketing specialists report as follows: "We work very closely with the county agents and the Oklahoma Livestock Marketing Association at Oklahoma City. This cooperative furnished a field man to assist with producer group meetings. Some 40 county-wide meetings were held jointly to interest growers in sound livestock production and marketing programs. At these meetings, outlook, proper production practices and marketing procedures were discussed with the growers."

Illinois held a series of 22 livestock marketing meetings in 12 counties with an attendance of 1,609 people. Similar meetings were held in Missouri for the purpose of considering with livestock producers the seasonal movements of the different classes of livestock, and the advantages and means of marketing all the livestock produced in the State during those months when the prices are more favorable to growers. Through meetings the livestock marketing specialists in Minnesota interested livestock producers in the possibilities of selling livestock on a carcass-grade basis as well as perfecting a system of selling meats on a grade basis.

In Indiana considerable time was devoted during the year to assisting with livestock market shows and field meetings. Mention is made of the Hoosier Ton-Litter Show, the 4-H Lamb Show, the Hoosier Fat Steer Show, Cattle Feeders' Day, and Swine Day. Indiana also reports the holding of 47 poultry marketing meetings during the year which were attended by 2,900 persons. At these meetings an explanation of the various methods of marketing eggs and poultry was given groups of poultry producers and representatives of organized groups. Dairy marketing meetings likewise held in Indiana might be classed under three different headings: Those concerned with the membership of dairy marketing



organizations, meetings with unorganized groups or groups representing different organizations, and meetings or conferences with the boards of directors, officials, and managers of dairy marketing cooperatives.

Iowa marketing specialists and county agents also held a number of commodity marketing meetings during the year. These consisted of 44 grain marketing meetings with 1,867 persons in attendance; 21 dairy marketing meetings with an attendance of 481; 16 livestock marketing meetings with an attendance of 819. The livestock meetings were held for the purpose of assisting eight local associations in connection with their membership relations and organization problems.

In connection with the Farmers' Day program in Michigan the livestock marketing extension specialist organized a livestock loss prevention demonstration in the loading and trucking of livestock. Ten different livestock agencies cooperated in the demonstration and prizes were awarded in the trucking contest. Approximately 4,000 people were in attendance at the demonstration.

In extending information on cold-storage locker plants in Minnesota, 52 meetings were held with farmers with an attendance of 4,992; 24 board of directors' meetings were attended; and the marketing specialist participated in a number of special meetings. The special meetings consisted of discussions before three cooperative council groups, a 3-day locker operator short course held at the University, and a discussion of this problem during Farm and Home Week. In addition to the foregoing meetings and discussions, three radio broadcasts on the subject were made over Station WDGY and two over the university station. The entire educational program covering the topic of cold storage locker plants had to do with the advantages and disadvantages of this type of business, directions for using this method of preserving food, as well as the cost of operating locker plants, the incomes from such, and the problems of organization.

Because of depressed conditions in the citrus fruit industry, in cooperation with county agents, 32 meetings were held in Florida for the purpose of discussing before groups of producers the basic problems in production and marketing of citrus fruits. At the close of each meeting, a committee of growers was generally appointed to serve with the county agents to develop future programs. With the assistance of the county agents, the county committee held other meetings throughout the citrus-producing area. Before many meetings were held some committees decided that the time was opportune to organize community and county organizations. By the end of the summer, county organizations had been formed in almost all of the principal citrus counties in the State. Later a State association was set up as an overhead organization for the county unit and the membership is estimated to be more than 5,000 citrus producers, forming an estimated tonnage of 50 percent of the entire Florida production.



New Hampshire reports the holding of 88 State-wide series of maple products meetings during the year. In these meetings the discussions centered around the care of maple orchards, grading, the lead problem, prices, sales methods, and outlook. Many graphs and much economic data were supplied those in attendance. In Arkansas the marketing specialist held a series of fruit marketing practice meetings in the southern part of the State for the benefit of county agents, cooperative association officers, vocational agriculture instructors, and leading growers. The meetings were of the demonstration and discussion type. California has approached the marketing problem in a manner somewhat similar to that of Arkansas. With one exception, during the past two years economic conferences have been held in every county of the State having a farm adviser. In each county an influential group of farmers and businessmen were invited by the farm advisers to meet together in a 2-day session. The groups were divided into four committees and one discussed marketing, outlook, and credit problems. Factual material relating to the problems in this field was presented by the marketing specialist after which the committee developed recommendations and goals for work in solving some of the important problems of the county.

During recent years several State marketing specialists have been conducting discussion-type meetings. For example, the specialists with the help of county agents in Minnesota have held 46 meetings of this kind during the year, with a total attendance of 981. These meetings were held with seven district groups serving 44 counties and one single county group. In addition, a total of 35 local leaders in Minnesota reported holding 198 local discussion meetings with a total attendance of 5,360. The topics discussed at these meetings had to do with agricultural finance and credit, marketing margins, essential policies for world peace, parity prices and income, constructive leadership, our part in world affairs, and international trade agreements. In Massachusetts a number of discussion-group meetings were held for the purpose of considering local milk marketing problems in the smaller communities. Connecticut tried out discussion groups in a number of communities. Here contact was maintained with the State Grange lecturer and the local granges were provided with discussion-group pamphlets and other material for use in the program. Some of the Pomona Granges held discussions on taxation under the direction of the specialist. It is further reported that the most successful discussion group meetings held in Connecticut was a series of three meetings in the town of Mansfield which were organized around the topics of "Where Does Our Town Income Come from and Where Does It Go," "Taxation," and "Schools." Although many other examples could be given of meetings held by other States, perhaps enough has been said to indicate the nature and variation of this type of work.

#### Marketing Schools.

Another common method of disseminating marketing information among farmers is through schools which have been held for the consideration of specific phases of the work. Ordinarily, these schools are set up



through the efforts of county agents on a 1-day basis but quite frequently 2- or 3-day schools are held. Many of the commodity marketing schools are set up in cooperation with production specialists. By so doing, an effort is made to give those in attendance a complete picture of the problems involved in both the production and marketing of a certain commodity. For example, Georgia reports the holding of 17 poultry and egg marketing schools during the year which presented a well-rounded program on production and marketing. The schools were conducted in cooperation with the production specialist, who discussed production factors, while the marketing specialist presented information pertaining to the marketing of these products. Reports showing similar work accomplished in other States are New York, with poultry schools in 12 counties; Indiana, with 18 poultry and egg marketing schools, 21 swine marketing schools, 5 dairy management and marketing schools, and 5 schools held on the improvement of lamb quality. In addition, Mississippi reports that during the past year the Marketing Division assisted the Agronomy Department with hay schools which were held at the farm branch experiment station. Kansas is another State where joint production and marketing schools have been utilized extensively. Fifty-two county lamb and wool marketing schools were held in the State with an attendance of approximately 2,600 people. Through this program which has stressed quality and grading practices, it is claimed the producers have secured a premium of about 20 cents per hundred on their lambs grading prime to choice. From 70 to 92 percent of the lambs from most counties fall in this grade. Similar lamb marketing schools with varying results have been held in the States of South Dakota, Missouri, and Oklahoma.

In a number of instances the marketing specialists have also cooperated with county agents cooperative associations in the States in holding schools for the benefit of producers. To illustrate this type of work, it can be said that in holding the eighth annual Tennessee cotton classing school, the work was conducted in cooperation with the Mid-South Cotton Growers' Association. Likewise, the marketing specialist in Indiana and county agents cooperated with the field man of the State Farm Bureau Livestock Marketing Department in holding a number of county livestock marketing schools in the State.

The livestock marketing specialist in Iowa reports participating in eight district livestock conferences which were attended by officials and members of local livestock marketing cooperatives, representatives of the Iowa Cooperative Marketing Association, and county agricultural agents. At these meetings round-table discussions followed the presentation of educational facts and materials.

Nineteen hundred thirty eight was the sixth consecutive year that a series of three one-day potato marketing schools were held in the lower peninsula of Michigan by the marketing extension specialist through the assistance of the county agents involved. During the year a similar series of schools were held for the first time in the upper peninsula at four different points. Other States reporting the holding



of commodity marketing schools during the year are: Illinois, with fruit, vegetable, and grain marketing meetings; Kansas, which conducted a large number of grain marketing schools; Louisiana with 10 short courses in tomato marketing and a number of potato marketing schools, and Mississippi with schools centered around the marketing of sweetpotatoes.

Several States have devoted considerable time to holding training schools for county agents and local leaders. New York State reports economic training schools at the college for county extension workers. In Florida the extension marketing economist in citriculture conducted a number of training schools for county agents pertaining to the marketing of citrus fruits. In Ohio, two types of schools are offered to leaders in the various counties. A series of five lessons have been taught in 17 general farm marketing schools. These have been followed by cooperative marketing schools in which four lessons were given. It is planned that these will be followed by commodity marketing schools consisting of three lessons. The marketing extension specialist in Vermont taught a course in milk marketing during the 1938 summer school session at the University. Mention should also be made of the work done by the marketing specialists in New Jersey in outlining a program and securing speakers for a fruit and vegetable institute, and also for an institute in dairy marketing. In Maine, a program was developed for a 2-day canners' school in connection with the annual Farm and Home Week program.

#### Market Tours.

In assisting farmers to become better acquainted with market operations and market demand, several States have made market tours a definite part of their marketing extension programs. In Ohio livestock market tours to the terminal livestock markets have been conducted for a number of years. The specialists report that in some counties tours to the livestock markets have served their educational purposes, while in others committees established in the counties through the efforts of county agents have been given the responsibility for successful market tours during the past few years. Such committees serve as a means of contact between the marketing agencies and the farmer members. They receive special market information and act as counselors on marketing problems and policies. In addition, these committees help to plan and develop educational programs, livestock improvement plans, and other related activities. Effective extension work is done through this group of committees. Other States reporting tours to livestock markets are Indiana and Kentucky. In addition, Indiana reports eight poultry and egg marketing tours to the Cincinnati market, two fruit and vegetable marketing tours to the Chicago and Cleveland markets, and farmers from 21 counties attending tours to cooperative creameries during the year where they learned the importance of good cream from the manufacturing standpoint. Pennsylvania indicates that three tours to the Philadelphia Produce Market were held for the purpose of acquainting adult producers with the methods of handling fruits and vegetables. In Nevada the marketing specialist



reports dairy tours conducted in four counties in cooperation with representatives of the American Holstein Association. These representatives participated in the tours and the discussion. Other States which have reported tours of various kinds are New York, New Jersey, Kansas, North Dakota, Oklahoma, Louisiana, and California.

Because of increased interest in the cooperative marketing of eggs in Michigan a tour was arranged to Ohio for the purpose of visiting successful egg marketing associations. Present plans indicate the intention of establishing egg marketing departments by several of the local cooperative marketing associations in Michigan and meetings have been held to discuss the problems involved. The marketing specialist has cooperated in this study and in the developing of tentative plans.

#### Quality Improvement Work.

While quality improvement from the standpoint of production does not fall into the field of marketing, in a number of States, the marketing specialists have cooperated with production specialists and county agents in an effort to improve the quality and variety of products produced. Close cooperation in this type of work is necessary in order to completely inform producers regarding the market demands pertaining to the various products shipped to market. In this connection Missouri reports that more than \$4,000,000 was added to Missouri's cotton income in 1938 by the cotton improvement program started by the Extension Service in 1936. This program advocates the planting of pure seed of the best adapted varieties, improvement in handling and ginning practices, and sale on the basis of grade and staple. Maryland continued its cooperation with the Poultry Improvement Board, the Poultry Department, and the Livestock Sanitary Service in carrying out the rules and regulations of the Poultry Improvement Board in connection with the blood testing of poultry. A number of turkey marketing demonstrations have been held in Oklahoma for the purpose of determining whether selling turkeys on a dressed graded basis would increase the price to growers and make it possible to determine the most economical and desirable methods of dressing and selling turkeys. Over 7,800 turkeys were delivered to eight demonstrations held in Oklahoma in 1938 where they were dressed and graded, given proper refrigeration, and marked upon the basis of dress, grade, and weight. The State specialist reports that in every case these demonstrations resulted in bringing the producers more money for their turkeys than was obtained by other producers at the same points who sold on the usual live-weight basis.

During 1938 the State Department of Agriculture in Michigan was instrumental in establishing grade standards and inspection service for beans. The marketing specialist assisted materially in this work by attending and participating in a large number of hearings and meetings with growers throughout the State. Furthermore, the State Legislature of Michigan passed a new potato grading act in 1938 which necessitated considerable educational work in this connection. Grading demonstrations



were conducted at eight points in the producing territory by marketing extension specialists and it is believed that grading activities will be an important factor in improving the quality of potatoes offered for sale in Michigan.

A considerable amount of time was spent by the poultry marketing specialist and assisted by county agents in Iowa during the past year in poultry and egg grading work in the field. This work was directed toward adoption of uniform grading methods by buyers and to help in developing an active demand for such methods by producers. Shows, demonstrations, and field meetings were held to promote the work. In addition two poultry short courses were held on the agricultural college campus at Ames, Iowa during the year. These short courses also had to do with the problems of grading, marketing inspection of poultry, and factors of a more general nature.

The marketing specialist in Kansas is cooperating with county agents and approximately 75 vocational agricultural departments in a cream improvement project. The specialist reports that some progress is being made in buying cream on a graded basis in Kansas through the cream stations of the State which are operated under the supervision of the State Board of Agriculture. Assistance is also being given by the specialist in this program. According to the Georgia annual marketing report, work along the line of quality improvement and related practices has been conducted in practically all the counties of the State during the past year. The marketing specialist has assisted county agents in a number of ways. He has given counsel in the selection of varieties which are in demand on the market, assisted in the purchase and sale of quality seed of an adapted variety, kept growers advised as to market conditions and outlets, conducted grading demonstrations so as to get the commodity on the market in good condition, and helped buyers keep informed as to where commodities are being produced, when they will be ready for shipment, and who has them for sale. In South Carolina the marketing specialist has cooperated with county agents and the horticultural and engineering divisions in a sweetpotato program. The work covered the selection of seed, the production of quality seed stock and plants, the construction of curing houses, the supervision of the curing and storage and the cooperative sale of the potatoes. As a result of the program, quality potatoes were established on local as well as out-of-state markets and consumption greatly increased.

In Mississippi attention is being given to the improvement of the quality of hay produced to the extent that the major portion of the Johnson grass and alfalfa hay will be sold as No. 1 quality. Considerable work has also been done in Mississippi in the improvement of the quality and grade of the sorghum and sugarcane syrup produced in the State. In addition, assistance has been given in the building of a community sugar plant at Lucedale, Mississippi, for the purpose of producing syrup from one variety cane. It should also be mentioned that Maine reports real progress being made during the year in the marketing of



canning crops by securing wider adoption of recommended practices. This work is being conducted in cooperation with cannery operators who are gradually accepting U. S. grades as a basis for purchase of sweet corn, string beans, and other canning crops. Emphasis should also be placed on the excellent egg improvement programs which are being conducted in Missouri and Minnesota. Missouri reports that an average premium of three cents per dozen was received by almost 500 egg producers in 21 counties who cooperated in the quality egg program which was started in 1935. That steady progress has been made in improving the quality of eggs handled under this program which is being conducted jointly by county agents and the production and marketing specialists is shown by the increase in premiums over local prices received by the cooperators. These premiums were 52.6 cents per case in 1935, 59.1 cents per case in 1936, 72.3 cents per case in 1937, and approximately 90 cents per case in 1938. In Minnesota considerable attention was given to a quality egg improvement program in connection with the Merchants' Cooperative Egg Pool. Here eggs are gathered daily from the merchants by trucks owned by the association and are loaded immediately in cars and shipped to Chicago where they are sold on the Mercantile Exchange. An inexpensive refrigerator room has been built alongside the railroad tracks which prevents deterioration when eggs are held.

#### Grading and Standardization Work.

Closely related to the quality improvement program is that of grading and standardization work in which marketing specialists and county agents have taken considerable interest. Many grading, packaging, harvesting, and loading demonstrations have been given in connection with a number of farm commodities. In this connection Arkansas reports that increased interest is being shown by growers of fruits and vegetables in the State in improved methods of harvesting, grading, packing, lidding, loading, bracing, and shipping perishable products. Three schools held in the State gave complete instructions in these phases of marketing produce. In addition, 28 grading and packing demonstrations were given by the marketing specialist and more than 50 other demonstrations were given by county agents. In Hawaii grading and packing demonstrations were conducted for tomatoes, corn, cucumbers, and papayas. The report further mentions that a long-term educational program is being contemplated with reference to proper grading and packing of island-grown produce. In Pennsylvania the marketing specialist and county agents conducted a large number of grading demonstrations in connection with the marketing of fruits and vegetables produced in the State. Groups and individual producers, as well as roadside market operators, were helped in the grade and pack of the products to be marketed. Method demonstrations were also conducted in eight counties in the State for the purpose of teaching growers the difference between the various cannery grades of tomatoes. Assistance was also given the Bureau of Markets in endeavoring to establish pea grading for cannery purposes in Pennsylvania.



In cooperation with a representative of the State Department of Markets, the marketing specialist in New Hampshire helped to inaugurate an inspection system for potatoes for the purpose of checking on potato grades delivered to chain stores. This program necessitated a number of grading demonstrations which were conducted by the extension specialist and county agents. In Louisiana the marketing extension specialist reports considerable work with the State Market and Warehouse Commission in washing, grading, sizing, and packing the citrus crop. One hundred and fifty-two demonstrations on the proper grading of tobacco for market were conducted in Georgia in cooperation with B.A.E. representatives. Four thousand five hundred and sixty-five farmers attended these demonstrations. Lamb-grading demonstrations were given considerable attention in Tennessee, Oklahoma, and Kansas. It is reported that 68 carloads of lambs were graded in demonstrations at three loading points in Tennessee. In Oklahoma lamb-grading demonstrations were held in seven counties for the benefit of producers. Growers became interested and county committees were set up to carry on the project.

The members of strawberry marketing associations were given assistance in Kentucky during the shipping season to teach growers proper methods of grading and packing berries. This work was done in some cases in cooperation with Federal-State inspectors. Through the help of the county agents the specialist in Kentucky also promoted the marketing of eggs on a graded basis in four of the western Kentucky counties. The producers in three of these counties are selling their eggs on a graded basis to the cooperative creameries, while in the fourth county some of the local buyers have been induced to buy on a graded basis. Massachusetts reports that extension activities in marketing as applied to the poultry industry dealt chiefly with the teaching of proper grading of eggs and the changes in these grades that were put into effect during the past year. This subject matter was indicated as being important because of changes made in the State grading laws and the fact that grades were instituted for eggs sold at retail.

A number of grain-grading schools and demonstrations have been held in the States of Nebraska, Illinois, Wisconsin, Kansas, Minnesota, Ohio, Indiana, and Pennsylvania during the past year. This work was generally conducted in cooperation with Federal and State grain inspectors located in the various States. While many farmers attended these meetings, they were conducted primarily for the benefit of grain elevator operators and representatives of the trade. Nevada reports that turkey grading on the basis of government grades was an important extension activity during the marketing season. Besides doing some supervisory work along the line of government grading, the State specialist also assisted in conducting turkey grading schools which were held in Reno and Salt Lake City for the purpose of training persons in attendance to qualify as turkey graders. Another type of assistance in connection with grading work was provided by the specialist in South Carolina who helped a number of peach growers in planning and equipping their packing houses with sizing and grading machines. Assistance was also given in building



one additional grader this year. As a result of the sweetpotato brushing machine introduced in South Carolina two years ago, there were five of these machines operating in the State during the 1938 season.

#### Inspection Work.

Closely related to the grading, packing, harvesting, and loading demonstrations conducted by the marketing extension specialists is the shipping point inspection work. The marketing extension specialists and county agents in many of the States have been very much interested in this type of activity and have rendered considerable assistance with the work. In fact, in three States, South Carolina, Maryland, and Georgia, the marketing extension specialists also served as supervising inspectors of the federal-state inspection work conducted in the States.

The report from South Carolina states that shipping point inspections covered approximately 50 percent of the total movement of fruits and vegetables from the State and amounted to about 7,000 carloads in 1938. Commodities inspected included asparagus, cabbage, cucumbers, snap beans, lima beans, green corn, tomatoes, green peas, Irish and sweetpotatoes, cantaloupes, watermelons, apples, and peaches.

The Maryland specialist classified the federal-state inspection work into three divisions which are: Shipping point inspection of fresh fruits and vegetables, canning crop inspection, and egg and poultry inspection. This work, of course, is conducted under a cooperative agreement with the Bureau of Agricultural Economics and is supported by fees paid by the applicants for the service. Inspections were made for 947 carloads of apples, 119 cars of peaches, 197 cars of tomatoes, 1,069 cars of potatoes, 132 cars of sweetpotatoes, 11,138 tons of canning tomatoes, more than 700 tons of cannery peas, 6,000 of cannery corn, and 1,122,000 dozen eggs and 36,270 pounds of poultry.

In Kansas shipping point inspection for fruits and vegetables was maintained in seven counties. In view of the short apple crop, inspection was not used extensively for this commodity, there being only 77 cars of apples inspected; however, 1,532 cars of potatoes and four carloads of watermelons were inspected prior to shipping from the State. The marketing specialist and county agents conducted educational work in connection with these activities. Arkansas reports growing interest in the use of federal shipping point inspection on the part of Arkansas growers and shippers of fruits and vegetables. Although some work of this kind is now being conducted in the State, it is hoped to expand the service by providing ways and means of establishing uniform costs on a reasonable basis. Federal-state inspection of fruits and vegetables was inaugurated in Kentucky during the past year. The marketing specialist and county agents assisted in the promotion and direction of the work. Inspection of strawberries at eight points, peaches at three points, and all fruits and vegetables for one shipper for a period of three months resulted in the equivalent of 335 carloads of fruits and vegetables being



inspected. In Mississippi the marketing specialist spent considerable time in cooperation with the State inspector in an effort to teach farmers better methods of curing, storing, and marketing hay. The marketing specialists in Hawaii were responsible for the inspection of vegetables of the local markets and reports were sent to the county agents regarding condition on arrival, the pack, amount of decay, etc. The county agents in turn advised the growers and suggested means of improvement. In several instances, receipts of tomatoes were graded and returned to the agent in order that he could demonstrate the right and wrong way of grading and packing for the farmer's benefit.

#### Program Building.

Assisting farmers to develop both short and long-time programs and improving extension programs to meet present needs has become an important phase of the work of State marketing extension specialists and county extension workers. Many different approaches are made in conducting this work and a few examples will illustrate the kind of activities in which extension workers become engaged.

Major attention in dairy marketing extension in Illinois during the past year was centered in the Chicago Milkshed, where dairy leaders from four counties adjoining Chicago met several times with farm advisers from these counties and the State specialists in an attempt to work out a long-time program. In the first meeting problems of importance pertaining to the area were listed as follows: Market organization, over-production, price policy, producer relationship, efficient distribution, efficient production, size of milkshed, price plans, increasing consumption, distress milk, and efficient transportation. From these problems was initiated a program with dairy association leaders to present more milk marketing facts to producers in general which resulted in a conviction on the part of leaders that the above problems must be worked out together. In New York a committee was set up by the State Farm Bureau Federation and the New York Horticultural Society to work with the college and State statistician in improving reports for fruits. The specialist and county agents also spent some time with committees of producers who cooperated with the Federal Surplus Commodity Corporation in developing surplus purchase programs. In addition, the specialist also worked with the Board of Directors of the State Farm Bureau Federation and the commodity committee in preparing a fruit program for the State.

Among other States which have reported assistance in building industry programs are California and Arkansas. In California assistance has been rendered growers and shippers in the development of industry marketing programs under State legislation. Specific programs have been developed under the following: (1) California Agricultural Products Marketing Act, (2) Agricultural Prorate Act, and (3) California Marketing Act of 1937. The marketing specialist in Arkansas has worked with the peach industry throughout the year, discussing the various phases of the State marketing plan of work, especially daily market news service,



shipping point inspection, price quotation committees, better grading and labeling, and a state-wide peach marketing program. A conservative estimate of the net value to peach growers of a combined marketing improvement program this year is set at \$240,000 for the State. In addition to the marketing improvement program, the Extension Service in Arkansas sponsored a peach consumption campaign during the harvest season. In doing so, the Extension Service cooperated with the Nashville Chamber of Commerce and a number of educational institutions, civic bodies, newspapers, and other organizations in carrying to the housewife information pertaining to peaches. An Extension Service leaflet recommending Arkansas peaches and carrying a map, showing the peach districts and highways leading to them, was issued and distributed. About 75,000 large 4-color peach posters designed to interest the housewife in canning peaches were also distributed in cooperation with the Nashville Chamber of Commerce.

As has been indicated, farmer committees are used extensively in building county educational programs. An excellent example of how these committees are used in building extension programs is given by Oklahoma. Agricultural councils were encouraged in 1936 to establish marketing committees to study marketing with the county agents and specialists, and to assist the agents in carrying out such programs as they adopt for their counties. In 1938, 64 counties maintained such committees. These committees have been of great value in connection with the adoption of new and old approved extension practices. The marketing committees were placed on a list to receive a special monthly market news letter and such other timely information that seemed important. The county marketing committees were quite active in stimulating more interest in cooperative wool marketing in 14 counties. These committees are expected to assume some responsibility in assembling wool, to help with educational meetings, and to keep members informed of the opportunities in cooperative marketing. A number of other States are making use of county committees in building marketing extension programs and a majority of the States are in one way or another utilizing county committees and local leaders in conducting the marketing extension work in the counties.

The marketing specialists in Iowa held 203 personal interviews with county agents, members and directors of cooperatives, for the purpose of collecting information in connection with local marketing problems. Such information will be utilized in building future marketing programs in the counties involved. In addition, the livestock marketing specialist in Iowa outlined two courses in livestock marketing to be used by vocational agricultural teachers in their evening course work. These courses had to do with general livestock marketing principles and cooperative livestock marketing.

The personnel in the extension marketing office in Tennessee assisted the local marketing committees from six counties in the eastern part of the State in grading and shipping 34 cars of lambs for the eastern market. In Missouri the marketing specialist assisted in the conducting of two purebred bull sales by means of which purebred bulls



of the proper type were offered for sale in communities in which such animals otherwise would not have been available. Assistance was given the State Market and Warehouse Commission in Louisiana in the issuing of negotiable receipts on rice, cotton, and sugar on which the growers and buyers could borrow money through their local banks. Arrangements were made with the county agent and growers in one county in Vermont to grow a small acreage of snap beans for a season on an experimental basis for a seed company. If this proves successful, an additional acreage of snap beans for seed will be contracted by this company.

A somewhat different approach to program building has been taken in Pennsylvania, where it is reported that increased interest in agriculture on the part of business and educational leaders in the cities has taken the following direction: Encouragement of agricultural extension, encouragement of agricultural cooperatives and other farm organizations, meetings for discussion of agricultural problems, and encouragement of 4-H and other rural youth movements. Banquets are held to which leading farmers are invited, and various other activities are conducted which have as their aim a better understanding between the man on the farm and the man in the city. There were 66 meetings held in the State last year with urban groups at which agricultural economic problems were discussed. The total attendance at these meetings was 4,697. A representative of the Agricultural Economics Extension staff spoke at the majority of these meetings.

Texas reports that the results from one-variety cotton communities have often been disappointing because the farmers received little or no premiums for their high-quality lint. To improve this situation, assistance has been given in bringing the local cotton auction into use. Growers bring their respective cotton to the gin, samples are placed on the tables, and buyers are invited to examine the cotton and submit field bids. Buyers issue a single check for the entire lot and the secretary of the One-Variety Association draws individual checks for the members who have cotton in the sale. Wherever superior cotton has been blocked and marketed, growers have received substantial premiums.

Another type of rural program which has become important in some sections of the country is that of better farm storage. In Arkansas a staff committee of six members with the extension marketing specialist as chairman has been appointed to formulate a comprehensive and coordinated farm and home storage program for all perishable and semi-perishable products on the farm. The program is designed for the individual farm rather than community storage. Mention is made of the fact that the assistance of all members of the extension staff is expected in order to further this program.

#### 4-H CLUB MARKETING PROGRAMS

Although by far the major portion of the extension marketing work conducted in the States has to do with the problems and programs of adults, a number of States are extending very commendable programs for



rural youth groups. The work that is being done in a number of the States will be given as illustration.

Nineteen cotton stapling and grading schools were held in Oklahoma during the past year. Most of these schools consisted of a 2-day period during which there was discussed with cotton project leaders, 4-H Club members, Future Farmers of America, cotton agents, and various agricultural instructors the need for understanding of the difference in cotton and the relationship between appropriate marketing practices and desirable cotton improvement programs. The total attendance at these schools included 308 adults and 126 juniors. As a part of the state cotton marketing educational program a 3-day school on cotton classing was held in connection with the annual 4-H Club Round-Up on the Oklahoma College campus. As a part of the 4-H Club Round-Up cotton marketing program, there was held a school demonstration contest. The winning team was selected and entered in the State finals in the team demonstration contest. This team placed third in State-wide competition with the winning demonstration teams from the other lines of work which were conducted in the other departments. For several years Oklahoma has followed the practice of asking the county agents to have their 4-H Club members attend the annual Livestock and Sheep Marketing Day in the county. At each of these meetings a portion of the talks were directed to the juniors from the standpoint of selecting pigs, calves, or lambs, as the case might be, for their projects. Talks were given on the factors involved in marketing and the advantages of cooperatives in selling to get the best prices.

Kansas reports the holding of the annual State 4-H Club School of Cooperation with 30 members in attendance. Those attending the school were selected by county contests from 580 4-H Club members who had studied the lessons on cooperative marketing and purchasing. In addition, cooperation was discussed at seven 4-H summer camps with 487 members attending. One section of the hobby classes of the Rural Youth Conference was devoted to discussions on cooperatives. Twenty-five members attended each of the three sessions. The marketing specialist assisted with the 4-H Club poultry training schools held throughout the State of Iowa to assist counties in planning and organizing the new poultry club project for the 1938 club year. A 4-H Club marketing project has been organized in Arkansas to teach 4-H Club members improved practices in marketing potatoes. The 4-H Club members are organized into a potato club and they follow a well-planned schedule of improved practices in marketing potatoes in car-load lots. In Florida the marketing specialist reports spending considerable time in attending 4-H Club camps for the purpose of teaching short courses in the subject of agricultural marketing. He also assisted in the annual meeting of 4-H Club members in their programs.

During the year the marketing specialist in Virginia prepared discussion material to be used by 4-H Clubs, older youth groups, home demonstration clubs, and community discussion groups. Considerable time was spent by the specialist and county agents in Georgia in training 4-H Club leaders in better marketing methods. Demonstrations were put on in



connection with feeding and raising of early fryers and discussion groups were held on marketing eggs and poultry through cooperative sales. Through the two women district agents in south Georgia this past year egg marketing work was started through demonstrations for the project chairman of each club in 16 counties. These demonstrations covered the same subject matter as outlined for the egg marketing meetings for adults. Briefly, the plan is that the marketing specialist conduct these demonstrations before the group of project chairmen and the home demonstration agents. These project chairmen, in turn, put on demonstrations either in their communities or in adjoining communities. A total of 93 project chairmen attended these demonstrations. The chairmen's demonstrations reached 1,142 individuals. This year the 4-H Club contest is being developed for the purpose of furthering the interest in better marketing of eggs through the 4-H Club leader group. It is anticipated that a large number of counties will participate in this work and through this medium farm cooperatives will be reached in connection with the problems encountered in the marketing of eggs during the spring and summer months.

A new project dealing with educational work in marketing for 4-H Club boys and girls was started in California during 1938. A considerable amount of information has been accumulated to assist in conducting this project. The project was tried on an experimental basis in seven counties and is to be expanded to other counties in the future. The program involves the assembling of marketing information by the senior club members and the presentation of this material to other club members. A county marketing tour for interested members is planned once each year and a regional marketing tour is planned for the more advanced senior club members who have participated.

In Indiana the marketing specialist cooperated with the 4-H Club specialist and county agents in conducting 4-H Club milk and cream improvement demonstrations and improvement record contest for the benefit of local members of the Indiana Milk and Cream Improvement Association. These demonstrations indicate opportunities for securing better prices for high-quality cream and manufactured products. These demonstrations were given at the Purdue 4-H Club Round-Up, at the State Fair, and at the National Dairy Show held in Columbus, Ohio. Indiana also reports that the marketing specialist devoted four days during the International Livestock Show at Chicago to the supervision of 15 4-H Club boys who had won trips to the show. The livestock marketing specialist in Ohio assisted in improving the methods of 4-H Club calf, lamb, and pig shows and sales in order that prices received should net the boys better returns. Pennsylvania has followed the practice of conducting county tours of roadside markets for the benefit of groups of 4-H Club boys. In Iowa a marketing specialist participated in two rural youth short courses and the principles of cooperation were outlined and discussed.

Assistance was given in cooperation with the county agents in organizing rural youth groups in 19 counties in Wisconsin. A series of four meetings were held to consider the problem of farm ownership. On



the basis of the interest and success of these meetings a definite project was set up calling for the cooperation of all State specialists having something to offer to the 4-H Club program. During the past several years there has been increased interest among rural youths in short-time schools as contrasted with single evening meetings. These schools or institutes have been conducted in cooperation with the Farmers' Union. The foregoing will serve to illustrate the wide variety of programs in which marketing specialists in the various States are assisting with the 4-H Club program.

### MARKETING AGREEMENTS AND PURCHASE PROGRAMS

Marketing specialists in cooperation with county agents in the various States have rendered valuable assistance in connection with the marketing agreements and purchase programs sponsored by the Agricultural Adjustment Administration and the Federal Surplus Commodity Corporation. The assistance rendered in connection with these programs, which are concerned primarily with the marketing of fluid milk, and fruits and vegetables, centered around the educational phases of the work. This resolved itself in conducting and guiding the educational programs pertaining to agreements and orders, conducting referenda, and keeping producers informed regarding developments of the programs. The specialists also furnished considerable research material to be presented at public hearings, held and attended many meetings and conferences, and, in addition, made extensive use of the radio and circular letters in connection with this work.

#### Marketing Agreements and Orders.

In assisting with the fluid milk marketing agreements in New York the specialist endeavored to keep producers informed regarding program developments. This was done through conferences, producer meetings, and by mail. Evidence based on research was presented at public hearings. Responsibility was assumed by the Extension Service for educational work with producers prior to a referendum on the proposed federal-state milk marketing agreement. Thirty-three meetings with milk producers were held for the purpose of explaining the agreement and order. In addition, considerable material on the subject was mimeographed and sent to dairy producers. Factual information on cost of producing milk, farm income, prices received for milk, and the result of the survey of milk marketing in the Boston market was made available at hearings in Buffalo on a proposed State order to regulate the handling of milk in that marketing area. Producer meetings were arranged for the purpose of explaining the provisions of the order.

In Massachusetts the specialist reports that the milk marketing control program in the Fall River area was an important phase of the marketing project and close cooperation was given the Federal Market Administrator in that market in conducting educational work in connection



with the control program. Even though the control program did not materialize in the Springfield market, consideration was given to a joint control program in the Springfield and Lowell-Lawrence market. The specialist also assisted in guiding the educational program and in making the necessary arrangements for holding the referendum for producers in the New York City Milkshed.

In connection with the New Hampshire Milk Control Board a number of requests were received by the marketing specialist for assistance in organizing and preparing evidence for submission at public hearings. While the specialist followed the policy of not testifying in such hearings, considerable evidence and materials were submitted to producers who wished to testify before the board. The specialist reports that he also rendered assistance to the State Milk Control Board in connection with problems concerning that agency. The extension marketing program in Vermont was tied closely to the developments and operations of the federal milk marketing agreement and order program in the New York and Boston markets. Meetings were held in all counties included in the New York City Milkshed at which the provisions of the proposed milk order were explained. In addition, county agents and state specialists assisted in the supervising of polls at the various polling places in the producer referendum.

The specialist in Rhode Island reports the holding of conferences with the Federal Milk Administrator regarding conditions in the Fall River market at which suggestions were made for improving the situation. Several conferences with the secretary of the State Board of Milk Control were held at which the fluid milk situation and factors affecting the supply and consumption of milk and table cream were discussed. In the annual meetings of the local dairy cooperatives information regarding the fluid milk situation, production conditions, and the milk supply was presented. Conferences were also held with the executive committee of this organization throughout the year. Similar conferences regarding the milk situation and federal control were had with the Providence sales committee of the New England Milk Producers' Association. According to reports marketing specialists conducted similar work in connection with fluid milk marketing in the States of Maine, Ohio, Kentucky, and New Jersey.

A similar type of work has been done by the marketing specialists and county agents in many States in connection with fruit and vegetable marketing agreement programs. Here, mention should be made of the assistance given by the marketing extension specialist and county agents in Florida in connection with the proposed marketing agreements for citrus fruits, celery, watermelons, and potatoes. The assistance was given with the organization and educational work in connection with these proposed agreements and furnished statistical information concerning the present situation and anticipated production in the State. Specialists and agents in Mississippi, Arkansas, Oregon, Idaho, Michigan, and New Jersey did considerable work in connection with proposed potato marketing agreement programs. In addition, the specialist in Arkansas in cooperation



with county agents held educational meetings to explain the proposed grape marketing agreement for the State. The marketing specialist also served as agent of the Secretary of Agriculture in conducting the referendum and in the selection of a control committee.

Georgia is another State in which there has been much interest in marketing agreement programs, and the marketing specialist rendered assistance in connection with the watermelon agreement and the proposed peach marketing agreement. In California assistance was given to the Industry Control Board operating marketing agreements in the State. Help was given in arranging a series of educational meetings held to acquaint growers with the operation of the California deciduous tree fruits agreement. Meetings were also held to explain to growers the proposed marketing agreements for early potatoes, late potatoes, and cantaloupes. Information was assembled to assist hop growers in the development of the Pacific Coast hop marketing agreement.

#### Surplus Purchases.

Records show that the marketing extension specialists and county agents in 17 States rendered assistance in connection with surplus purchases made by the Federal Surplus Commodity Corporation. Although the type of assistance given by county agents and marketing specialists varied in the different States in which these programs were conducted, quite generally extension representatives cooperated with representatives of the Federal Surplus Commodity Corporation in furnishing producers with information relative to production, acreage, and apparent degree of surplus, and in explaining the proposed purchase plan. Considerable assistance was also rendered by the specialists in some States in helping with the organization, pro-rating of shipments, grading, inspection, loading, and warehousing work, necessary to conduct the programs. Assistance reported by marketing specialists in connection with proposed or effective purchase programs in the South are: Peanuts in North Carolina; cabbage and beans in South Carolina; cabbage, beans, tomatoes, and egg plants in Florida; cabbage and tomatoes in Mississippi; sweetpotatoes in Tennessee; and peaches, snap beans, and canning tomatoes in Arkansas. Assistance rendered by marketing specialists and county agents in connection with the Surplus Purchase Program in the Eastern States had to do with apples, potatoes, and sweetpotatoes in Maryland; perishable vegetables in Connecticut; apples in New Hampshire; potatoes, cabbage, beets, onions, and beans in New York; apples, potatoes, and blueberries in the State of Maine. In the midwestern and Western States, the programs in which marketing specialists and agents assisted involved canned tomatoes in Missouri, surplus vegetables purchased on the Minneapolis and St. Paul markets in Minnesota, potatoes in Kansas and Nevada, canned peas and apples in Indiana, dried beans in Michigan, while in California assistance was given with the purchases of cherries, potatoes, garlic, carrots, beans, figs, prunes, pears, dates, walnuts, and oranges.



### Diversion Programs.

Closely related to the surplus purchase programs and the assistance rendered in connection with them was the help given by the extension specialists in connection with the diversion programs. Although these programs were much more limited in scope, specialists report much good having come from the pecan export program launched in Georgia and the peanut diversion programs in Georgia and Tennessee. California reports assistance being given to growers and to the Agricultural Adjustment Administration officials in the development of diversion programs under Section 32 of the Agricultural Adjustment Act. Such programs have been operated in California for prunes, figs, dates, walnuts, fall and winter pears, raisins, oranges, and hops. Although the specialists in many States endeavor to measure in terms of dollars and cents the value of diversion and surplus purchase programs to farmers, it will suffice to say that the general consensus of opinion among specialists was that in most cases the programs assisted considerably in stabilizing local prices and at the same time helped in netting farmers more dollars for the products which they had for sale.

### MARKET AND OTHER ECONOMIC INFORMATION

Another phase of the work which marketing extension specialists have devoted considerable time to during the past year is that of market and other economic information. Such information serves as a background for considering many market conditions and in helping to solve many of the problems which confront farmers. The information extended in this connection can be classified readily into market information and general economic facts or outlook which pertains to farm marketing problems.

#### Market Information.

One of the activities in which many of the States have engaged under this heading is the reporting of market prices and market conditions during the harvest seasons for certain commodities. In Oklahoma a system of inter-county potato price reporting was inaugurated in nine counties. The data reported by county agents were net prices producers received from buyers for No. 1 potatoes and lower grades, the number of carloads shipped, and the percentage of movement by trucks. Each county agent was supplied with packages each containing 23 cards for each day in the shipping season. Each agent received as many cards as he sent and the results were posted daily on a public bulletin board. By so doing, shippers were informed regarding conditions in the nine counties where potatoes were being marketed. A similar service has been worked out for the reporting of potato prices in North Carolina, while Arkansas has used this method in connection with reporting prices for potatoes, tomatoes, strawberries, peaches, and grapes. The county agents in the shipping districts of Arkansas also conduct a motor truck information service. In connection with this service the county agents list in their offices



small amounts of farm produce offered for sale by farmers in the various counties. Growers are encouraged to list their products with the county agent's office. These products are then advertised to reliable transient truckers who operate in the area. These truckers are encouraged to visit the county agent's office and inquire of products for sale. They then are referred to the farms or orchards listed and so the trucker and buyer are supplied with available market information.

A similar information service has been used in Nevada for the past several years in connection with the marketing of cattle and sheep. Inventories of livestock offered for sale in the various counties are assembled by county agents. This information is transmitted to the State office where the specialists prepare state summaries by counties. These listings are sent out to large lists of prospective purchasers, cooperative marketing associations, county agents, and others, who might disseminate the information. Prospective buyers are instructed to contact the county agents in the counties where the cattle and sheep are listed for sale. The county agents facilitate the contacts between the buyer and the livestock owner. Several listings from these counties are prepared during the marketing season in order to keep the lists up to date. In addition, farmers are kept informed as to current prices for livestock.

In South Carolina daily market news reports were issued during the shipping season on Irish potatoes, cucumbers, snap beans, tomatoes, cantaloupes, and watermelons. This service was made possible through the cooperation of the extension marketing specialist and the Bureau of Agricultural Economics. The specialist also cooperated with the Atlantic office of the Bureau of Agricultural Economics in working out radio releases, covering miscellaneous farm products, and assisting them in contacting broadcasting stations in South Carolina. The marketing specialist's office in Georgia assembled each Monday a price information sheet which went to all county agents and extension workers giving information on market conditions and other timely material regarding matters of particular interest to those markets where special county agents are located. Records of sales of all kinds of products are listed as reported by county agents. A weekly sheet is also prepared showing the location of miscellaneous crops which are for sale in volume in the various counties. This material is sent to all county and home demonstration agents and to truckers and other buyers. Special county agents in Eastman and Savannah write letters to individual county agents over the State keeping them posted as to the market conditions in these cities.

The marketing specialists in Hawaii compile a weekly report of wholesale prices and unloads of fruits, vegetables, meats, and poultry products, and this information is sent to a mailing list which consists of over 1,000 names. These market reports are broadcast each Wednesday in Japanese and in English. Farmers use the information for the purpose of regulating their harvesting and shipping operations. In Indiana daily market news broadcasts are given over the college station with the aid of graduate students. The reports include market price quotations in principal farm commodities.



Besides broadcasting six radio talks having to do with the marketing of poultry and eggs, the marketing specialist in Iowa assisted in initiating a new type of market broadcast over WOI. These broadcasts were based on the use of a code indicating the weight classes and prices for the various weights of poultry quoted on the New York market. In addition to the above market information being disseminated by the marketing specialist in Iowa, 69 press articles were also prepared which dealt with seasonal market information pertaining to poultry and eggs. During 1938 cooperative arrangements were made by the marketing extension specialists in Michigan with the Michigan Bean Shippers' Association, the Michigan Elevator Exchange, the Michigan Livestock Exchange, and the Michigan Potato Growers' Exchange to supply the college radio station with daily market reports on grain, beans, potatoes, and livestock. These market reports are broadcast twice daily.

In order to keep county agents informed of milk market developments in the State, the specialist in Massachusetts instituted a series of mimeographed letters. These letters were short, up-to-the-minute digests of happenings in the market. The marketing specialist in New Hampshire conducted a similar service in keeping his county agents informed regarding the milk marketing situation, but also included the other extension specialists on the mailing list to receive the information. In addition, the marketing specialist in New Hampshire prepared 44 articles on various marketing topics which were carried in the current economic publication mailed to 3,000 farmers. Several radio broadcasts were given over stations in Boston and Portsmouth during the year and beginning in November 1938 regular 15-minute weekly broadcasts will be made on marketing subjects.

The specialists and county agents in many States have utilized farmer meetings in keeping producers informed regarding market conditions. For example, the marketing specialist in Kentucky reports that farmers were assisted in a study of market conditions early in the year when over 70 county meetings were held and again in the summer when the wool, lamb, hog, and cattle situations were discussed in 22 counties. The report continues to say that a wider distribution of current market information was secured by means of radio talks, the monthly market news letter, and news items published in local and metropolitan newspapers. The specialist in Oregon devoted much time during the past year to studies of the plans for increasing the effectiveness of Oregon State College marketing services. The report states that the result of the studies is a recognition of the numerous and effective marketing services conducted by the commodity specialists and county agents, of the need and feasibility of the extension and better coordination of these activities and of realigning research projects to make such services more effective.

Other States have made use of market information in efforts to assist groups of producers in securing market outlets for their products and in stabilizing prices. In South Carolina the marketing extension



office keeps an up-to-date list of dealers and from this list furnishes growers with the names of buyers who are interested in purchasing practically any commodity produced on the farms in the State. In addition, lists of sources of seed, supplies, and equipment are also kept for the information of interested parties. Similarly, the marketing extension specialist in Kentucky assisted sorghum syrup producers in contacting large selling agencies and thus provided a wider market for this product. In New Hampshire a meeting was arranged with officials of the Atlantic and Pacific chain stores and First National Stores in Boston to obtain more information on their attitude toward purchases and requirements on squash, cabbage, spinach, and carrots. The information obtained from the chain store officials was discussed with growers at their annual vegetable meetings. In addition to the annual meetings the same information was discussed at other meetings for the benefit of growers. Illustrative material has been prepared and kept up to date in Massachusetts showing seasonal price trends in MacIntosh and Baldwin apples, the size and grades, production trends for various domestic regions, storage holding trends, carlot truck movements, export movements, and foreign and domestic demand. This material was used in meetings held in the counties during the fall to promote the orderly marketing of apples in the State.

In issuing market information to interested parties, it is, of course, necessary for the marketing specialists to spend considerable time in collecting statistics and preparing them in such way as to be of most use. For example, the extension economist in Connecticut, as chairman of the statistical committee of the Northeast Federation of Egg and Poultry Cooperatives, has set up a system of current reports on volume of business of the poultry cooperatives through which trends and volume are indicated. These reports will be made available to the different State Extension Services and the association. Reports from Connecticut indicate that more data are being made available on the production and use of milk through the activities of the Milk Administration. This has made possible a much closer evaluation of the situation than was ever possible before. The results of the research in dairy marketing, including the field of transportation, producer-dealer relationships, and milk supplies, were made available to specialists, county agents, and farmers. Data on trends in the different agricultural enterprises in Connecticut are also made available to specialists, county agents, farmers, and other interested parties. In Pennsylvania assistance was given in analyzing the results of production and marketing survey work conducted in certain counties of the State to determine the size of lamb crop and quality of wool marketed through county pools.

#### General Economic Information.

Since general economic information of an outlook nature is an important phase in any marketing program, most marketing specialists utilize such material in connection with their marketing programs. In fact, in several States the marketing specialists have been made responsible



for conducting the outlook program, whereas in other States they have joint responsibilities with other specialists in conducting this work. Since a detailed summary will be made of this type of work in another report, it will suffice here to give a general description of the kind of activities conducted and mention made of the various States in which the marketing specialists participate in the program. Although the methods used and the extent of the outlook program vary somewhat from State to State, the specialists are interested in gathering, analyzing, preparing, and disseminating timely economic, statistical data and facts which pertain to the important agricultural commodities produced in the States. Such information has to do with production, present and future supplies, prices, domestic and foreign demand, industrial conditions, and other factors pertaining to the commodities under consideration. Such information, which is basic to a proper consideration of many production and economic programs in the States and local communities, is generally disseminated through training meetings for county agents and local leaders, public outlook meetings, programs in which outlook materials are used in connection with subject matter, conferences, the radio, the press, the State annual outlook bulletins, monthly publications, current and timely releases, and service letters. According to information obtained from the State reports, marketing extension specialists have been active in conducting or assisting with outlook programs in the States of Connecticut, Massachusetts, New Hampshire, Vermont, Maine, Pennsylvania, New York, New Jersey, Rhode Island, North Carolina, South Carolina, Georgia, Florida, Louisiana, Mississippi, Tennessee, Arkansas, Oklahoma, Indiana, Michigan, Illinois, Iowa, Nebraska, Minnesota, Wisconsin, Kansas, Missouri, Kentucky, Nevada, Idaho, Oregon, and California.

#### ASSISTANCE TO COOPERATIVE ORGANIZATIONS

A large percentage of the work conducted by State marketing specialists and county agents in the field of marketing takes the form of assistance to cooperative organizations and the membership of such organizations. Such assistance varies considerably from State to State but generally involves appearing on cooperative meeting programs, conducting cooperative schools, assisting with organization and reorganization work, extending aid in the solving of the business management and operative problems of cooperatives, helping in the organization and promotion of cooperative councils, and rendering other educational activities in connection with this method of marketing.

##### Cooperative Meetings.

It has become quite a common procedure for officials of cooperative organizations to invite the State marketing specialists and county agents to attend the annual meetings of the associations as well as the regular board meetings held throughout the year. The specialists and county agents in many of the States are fulfilling such requests and by so doing contribute much in the way of educational information to the



associations and the membership. For example, in Ohio the marketing specialists have attended many annual meetings of cooperative groups at which counsel was given in parliamentary procedure, corporation law, an explanation of the audit, as well as discussing special problems such as the accounts receivable, procedure needed in order to make their organizations fully cooperative, relations to central market organizations, credit situations, and other pertinent problems in which the officials and membership were interested. In addition, many cooperative board of director meetings were attended for a threefold purpose, first, to advise upon request concerning operative problems; second, to keep informed with reference to policies and development of association plans; and third, to assist with the development and extension of educational programs.

During the past year the Iowa marketing specialists and county agents attended and participated in a great many field meetings which consisted of annual and special meetings of cooperative groups, conventions, and cooperative schools. In addition, meetings of farm bureau groups and commodity meetings were attended for the purpose of discussing problems pertaining to credit, cooperative education, and general marketing and purchasing practices. In this connection several State cooperative groups were assisted in planning their convention programs and seven district elevator meetings were attended by the marketing specialists for the purpose of discussing and summarizing the Iowa Cooperative Census. Emphasis here was given to the magnitude of the cooperative business in the State. The specialists in Minnesota also report taking an active part in the annual meetings of cooperatives marketing livestock, vegetables, and dairy products, as well as some of the annual meetings of the cooperative purchasing associations. As previously indicated, this type of assistance to cooperatives is quite generally given by marketing specialists and county agents throughout the country. No effort will be made, therefore, to go further into detail in connection with this phase of the work.

Quite frequently marketing specialists and county agents cooperate with officials of cooperative associations in holding a series of general cooperative marketing and purchasing schools throughout the State. Mention should be made in this connection of the 71 farm cooperative meetings which were held in North Carolina during the past year and attended by almost 1,800 farm men and women. Practically all of these meetings had to do with educational work pertaining to the development of farm cooperatives. A few of the meetings concerned the mechanics of organizing farm organizations. In Utah a series of meetings were held throughout the State in which the extension economist and representatives of the Farm Credit Administration, the National Wool Marketing Corporation, and the Producers' Livestock Marketing Association met with groups of livestock men and county agents to explain many of the problems in marketing and the functions of cooperatives in meeting some of these marketing problems.



With the assistance of county agents the marketing specialist in Nebraska held a series of district meetings over the State attended by managers and directors of cooperative creameries. The purpose of these meetings was to explain a revolving type of capitalization which would take the control of capital out of the hands of investors and place it in the hands of the producers. Nearly all of the organizations are reported trying to work out procedure which will lead to more general use of the revolving plan. It is suggested in the report that this will necessitate some assistance by extension specialists in reorganizing creameries in the future. Nebraska also reports that considerable time was spent during the year with individuals and organizations who wished to install cold storage locker plants. Particular stress was placed on the importance of sufficient volume of business to insure efficiency of operation, and it was pointed out that such lockers were an excellent way for cooperative creameries to increase their business. A new venture was undertaken in Wisconsin in the form of intercounty cooperative meetings and meetings with county cooperative councils. At each meeting the officers and directors of cooperatives in four or five counties were invited. General problems of cooperative associations were discussed.

#### Cooperative Schools.

Closely allied to the foregoing are the various types of cooperative schools which have been held in several of the States. These schools, however, have been conducted largely for the benefit of managers, boards of directors, and other personnel of cooperative organizations. Nineteen hundred thirty-eight marked the third consecutive year during which training schools were held by the marketing specialists for employees and directors of cooperative elevators in six sections in Michigan. These six schools were participated in by 46 managers and 152 directors representing 58 elevators. A three-day short course was conducted on the college campus in Maine for cooperatives. Thirty-six people, representing seven marketing, four purchasing, and one service cooperative were in attendance. This was the third annual course of its kind. A cooperative management school was held during the year in Wisconsin for the benefit of the personnel of farmers' mutual fire insurance companies. The school was conducted for one week with an attendance of 85 persons representing 62 farmers' mutual fire insurance companies. The marketing specialist in Wisconsin also participated on the program of the Farmers' Union Educational Institute and discussed problems of cooperatives. Emphasis was given to the business aspects and concrete problems confronting cooperatives with which persons attending had an acquaintance.

Through the cooperation of the extension economists in the Northeastern States, the second business management conference of poultry and egg cooperatives was held at Ithaca, New York. The object of this conference was to provide the boards of directors with an opportunity to get together and compare notes and to study the essentials for success in their individual organizations. Mention also should be made of the holding of a second annual Virginia cooperative school during the



past year. The marketing specialist made arrangements for the school, sent out publicity, and worked with a representative committee in developing the program. Over 560 people attended one or more sessions of the 2-day school as compared to about 30 at the first school held in 1937. Oregon held two cooperative institutes of two days each in 1938. In each case the first day was featured by discussions on legal responsibilities, opportunities, and limitations of cooperatives by an experienced attorney. The second day was devoted to accounting, auditing, and business management with discussions led by an auditor. The marketing specialist summarized the conference at the close of the second day and discussed federal and State tax situations. Attendance was limited to managers, board members, accountants, and credit people. It is planned that five such institutes will be held in the State during the coming year.

Several cooperative cotton marketing schools were held in Oklahoma and Mississippi. In Oklahoma the Wichita Bank for Cooperatives, the Central Bank for Cooperatives, the Oklahoma Cotton Growers' Association, the Oklahoma Cotton Ginners' Association, the Farmers' Union, and the Extension Division cooperated in holding a school of one week's duration for managers of cooperative gins in Oklahoma. The work given in the school was divided into two parts. One-half of each day was devoted to cotton classing. The remaining half-day was devoted to a discussion of problems relating to management, financing, and legal set-up for the organizations. Attendance at the school consisted of about 85 ginners, managers, and officers of the cooperative associations in the State. Forty-four associations were represented.

Thirty-nine cooperative cotton marketing schools were held in Mississippi during the past marketing season with an attendance in excess of 17,000, the majority being members of cooperative associations. Two schools or short courses for classers and receivers representing the Mississippi Cooperative Cotton Association were also conducted. As reported, much good has come from the annual cooperative cotton schools which have been held under the auspices of the Mississippi Federated Cooperatives and the Economic Division of the Extension Service. Directors, managers, and county agents are invited to attend these schools. At these meetings each county makes its report and offers suggestions for improvement in the service. Officers of the agricultural service organizations in the State and outside speakers in cooperative endeavor of other States are invited to lecture to the group. This has made possible a better understanding among managers, county agents, and directors both as to working relationships and as to problems to be solved.

#### Cooperative Organization Work.

As previously indicated, marketing specialists and county agents in the several States have spent considerable time in giving assistance to groups of farmers and officials of cooperative marketing associations in organization work. Such assistance generally takes the form of providing organization blanks and instructing those interested in the



procedure of organization. However, the action is taken by the groups interested in organizing such associations. In order to report the extent of this particular type of work, brief mention will be made of the activities along this line as conducted in each of the States. Assistance and guidance was given local livestock associations in Idaho in organizing a State Livestock Marketing Association. After the organization was completed, the specialist and interested county agents met several times with the executive committee of the State association for the purpose of discussing with them methods of improving the marketing of their livestock, particularly hogs. An educational program in cooperative livestock marketing was conducted which included meetings, conferences with small groups, attendance at county meetings of livestock marketing associations, and the distribution of educational material. In addition to the activities in connection with the operating cooperative organizations in the State of Nevada, the specialist assisted in organizing several new farmers' groups which were set up for different purposes. One group was interested in establishing a cooperative power line and poultrymen in three districts were interested in organizing units of the Southern Nevada Poultry Association. In addition to this work, the marketing specialist also helped in reorganizing all of the county farm bureaus and amending their articles of incorporation in order to correct some unsatisfactory features. Furthermore, upon the suggestions of the county agents and dairymen the specialist was asked to prepare incorporation papers and bylaws suitable for herd testing associations. Three associations in as many counties were formed.

The marketing specialist in Oregon also rendered considerable assistance to local groups in organizing cooperative associations. These included a cooperative livestock shipping association, a chain of turkey dressing plants, one creamery, a local cheese cooperative association, and a cooperative dairy bull ring. Assistance was given the Eastern Oregon Turkey Growers' Association in organizing a killing plant. Here plans were set up which included corporate documents for organizing an Oregon Turkey Marketing Association. Mention is also made that the Polk County Prune Growers' Association was assisted in revising its corporate capital structure in order to reduce fixed costs. The report of the marketing specialist in Texas shows that 149 farmers' cooperative association charters were issued during the past year. This is the largest number of charters issued in Texas in any one year. Cooperative gin associations led among the new cooperatives set up with a total of 80. Other associations included 37 rural electrification cooperatives, 11 fruit and vegetable organizations, 6 dairy associations, 3 purchasing associations, and 13 miscellaneous cooperatives. The specialist and county agents assisted many of these groups in the organization work and helped them get started in their new undertakings.

In Indiana the specialist assisted various groups in organizing a broiler producers' association, a carlot egg shipping association, a vegetable and truck growers' association, a sorghum marketing association, and a cantaloup growers' marketing association. In addition the



auction method of selling eggs was explained to the poultry producers and county agents in five counties. The five interested agents have been supplied with copies of constitutions, bylaws, and marketing agreements in order that they may further inform interested producers. A series of meetings was also held to interest producers and officials of the Orleans Cooperative Creamery in handling eggs on a cooperative basis in the 18 counties served by the creamery. The program is working successfully.

In Michigan the marketing specialists report assistance given in the organization of the Day Cooperative Canneries, Inc., during the spring and early summer of 1938. This cooperative was organized for the purpose of furnishing a market for the tomato growers who have not had satisfactory market outlets. Similar service was rendered by Michigan specialists in reorganizing the Ludington Fruit Exchange during 1938, and in helping to develop a plan which enabled the organization to re-finance its operations through the proceeds of a loan from the St. Paul Bank for Cooperatives. Similarly, six local fruit cooperatives in southwestern Michigan were assisted with organization and operative problems. In addition, the livestock marketing specialist assisted in the district reorganization of the Michigan Livestock Exchange by drafting the necessary legal instruments and by helping conduct a large number of local meetings to explain the program to livestock producers. Aid was given the Detroit Packing Company, a cooperative enterprise, in conducting local educational meetings and advising and consulting with officials of the organization on various organization and financing problems. Assistance was also given in helping to organize cooperative livestock trucking associations which may take the place of inactive shipping associations in Michigan. One such association was organized in the upper part of the lower peninsula and three were organized in the upper peninsula.

The Iowa State Turkey Growers' Association was developed through the assistance of the State marketing specialists and county agents during the year, primarily for educational purposes and with no marketing program contemplated at present. Moreover, the Iowa reports state that considerable interest among the cooperatives in the State has been centered on reorganization problems since the passage of the revised cooperative State law in 1935. Many of the commodity marketing associations are being assisted by the State specialists in revising their organization papers to conform with the revised legislation.

In North Dakota the principles of cooperation and cooperative procedure were discussed with two groups interested in organizing cooperative creameries. Another group of dairymen who were interested in setting up a fluid milk marketing cooperative was also given assistance. Minnesota reports counsel being given in the organizing of a new creamery in the northern part of the State where the cow population is somewhat limited. This required the new organization to serve an unusually large area. The specialist's part in this program was to meet with the various



farm groups in the county and emphasize the factors making for sound creamery operation with particular emphasis on the need for volume. Other organization work in the State had to do with the consideration of a second seed marketing association in the Red River Valley. The Nebraska specialist reports assisting in drafting the incorporation papers for the new regional grain marketing association known as the West Central Cooperative Grain Corporation. Assistance was also given by the specialist and county agents making contacts and holding meetings to explain the objectives of the new organization. Missouri also reports the development of organization forms for 17 local associations and assisting others in various ways.

At the request of the Agronomy Department, county agents, and a number of growers, the Wisconsin specialist helped to organize an association of growers of hybrid corn. The purpose of the organization is to promote wider use of hybrid seed corn and to market the annual seed crop of its members. This association was incorporated under the laws of Wisconsin and is cooperative in character insofar as profits and patronage dividends are concerned. Through somewhat similar requests from the Animal Husbandry Department of the University of Wisconsin, the marketing specialist spent considerable time and effort during the past year in establishing an organization to promote the breeding and use of better livestock. A plan was developed whereby cooperatives whose members consisted of breeders of purebred Holstein cattle would place bull calves upon farms at no cost to the operators of such farms. The farmers receiving such calves would be under contract to the cooperative to feed and properly care for the animals in return for which they have the services of such animals. At the end of approximately three years these animals would be mature and the cooperative would be in a position to offer them for sale either on the meat market or for future breeding purposes.

In New Jersey assistance was given in helping milk producers in organizing a cooperative for the purpose of cooling and distributing milk in order to secure a higher price than that obtainable through other organizations. Several conferences were held in Rhode Island and a set of bylaws prepared for a small group of poultrymen who were interested in organizing a cooperative laying battery association. The extension economist and county agents in Connecticut assisted two poultry groups in organizing during the year. One of these groups was interested in shipping poultry to New York City, while the other was interested in the marketing of turkeys. In addition, assistance was given to several of the poultry associations in Connecticut in reorganizing their storage facilities and, in one instance, in erecting a new building.

Because of the tornado damage to forest products in the Northeast during 1938, a number of groups of farmers became interested in cooperative organizations to market forest products. In cooperation with the county agent, the marketing specialist assisted in organizing a cooperative sawmill in York County, Maine. Although the sawmill was set up



for the purpose of handling wind-blown timber, it will eventually serve as an outlet for the products of farm woodlots. In New Hampshire the specialist attended several conferences called by the State Farm Bureau to discuss cooperative marketing of forest products. Later a number of meetings relative to cooperative marketing of such products were participated in throughout the State. The following step was taken to assist county agents and farmers by indicating the necessary procedure in organizing informal cooperative associations to finance the salvaging of timber destroyed by the hurricane. In responding to the request of the county agents, the marketing specialist in New Hampshire assisted in organizing the Derby Milk Producers' and Distributors' Association. Other assistance given in organization work in New Hampshire involved setting up a roadside stand. Arrangements were made for different women to make home-made products to be sold at the stand. The goods were to be sold on a percentage basis. While the business was not large the first year, it is expected that increases in volume will follow.

In response to requests from farmers, assistance was given in organizing a cooperative fire insurance company in Madison County, North Carolina, after preliminary studies were made. The specialist and county agents in Mississippi gave assistance in organizing five new cooperative gins during the year. In Tennessee the Knoxville egg auction, a farmers' cooperative, was organized during the summer of 1938. The specialist reports that even though considerable time and effort was spent in studying the local situation through surveys and outside information by the State extension specialists, representatives of the State Bureau of Markets, and the Poultry and Dairy Division of the Bureau of Agricultural Economics, the attempt was a failure because of insufficient volume of business. The personnel of the Marketing Department of the Tennessee Extension Service, in cooperation with county agents and groups of interested farmers organized the Decatur County Soil Conservation Association and Donaldson Locker Box Refrigeration Association. Additional organization work was done in the way of preparing bylaws for the organization of groups such as the Tennessee Livestock Producers' Association and Sheep Growers' Stock Indemnity Association.

With increasing interest in cooperative associations in South Carolina, much assistance was requested from the marketing specialist in preparing bylaws, articles of incorporation, and membership marketing agreements in order that the new organizations might comply with the State Cooperative Marketing Act, as well as the Capper-Volstead Act. Three additional county livestock shipping associations were formed, making a total of 11 organizations of this kind during the past two years, and the following associations also were given assistance in organization: The South Carolina Vegetable Cooperatives, Inc., the Sugaryam Growers, Inc., the Ridge Peach and Vegetable Association, the Piedmont Truckers Exchange, and the South Carolina Association of Peach Growers. Kentucky reports that sheep protective associations have been developed in several counties as a result of meetings held to discuss this method of mutual effort to distribute losses caused by dogs and to combat other sheep



problems. It is also noted that 40 farmers near Louisville, Kentucky, organized a cooperative to improve the facilities for marketing their fruits and vegetables. Soon the membership numbered over 100. The county agent gave careful attention to the organization of this group so that it would start on a sound basis. In cooperation with the marketing specialists, the county agent held a series of meetings before the organization was completed at which farmers were given a picture of different marketing methods so that they could make their own selection to best suit their own circumstances.

#### Cooperative Service Work.

Closely related to organization work among cooperatives, which has been conducted by State marketing specialists and county agents, is the assistance rendered to cooperative organizations after they have become going concerns. This type of assistance has been quite varied, but an effort has been made in many of the States to serve cooperative organizations in any educational capacity which will help in solving the problems. In endeavoring to review such assistance and services which have been rendered by the various States, a brief explanation will be given of the work conducted by extension representatives.

In Virginia the marketing specialist advised with two apple cold storage organizations on problems arising from refinancing and borrowing. He also gave assistance in reorganizing one of the storages in order that it might come within the provisions of the Cooperative Marketing Act. Assistance was given the Rappahannock Cooperative Fruit Growers' Association with their accounting problems and the preparation of financial reports. Personal instruction was given bookkeepers and managers of several cooperatives handling fluid milk regarding bookkeeping procedures and the preparation of reports. Certificates of incorporation, bylaws, membership marketing agreements, finance certificates, and certain bookkeeping forms were prepared for the use of various milk cooperatives. As an illustration of the work being done by the marketing specialist with cooperative canneries, the following is quoted: "Assistance was given the King George Farmers' Cooperative in the preparation of financial reports in January, and working out the settlement with the members for tomatoes. In April and June training was given a new bookkeeper, and in November assistance was given in making up the report on the 1938 canning operations and determining the prices that could be paid members for tomatoes and corn." Another important part of the cooperative marketing work done in Virginia is that of rendering assistance to cooperative purchasing associations. This assistance is somewhat similar to that given cooperative marketing associations. Much time has been spent in installing bookkeeping systems and in instructing the officers or bookkeepers to keep the proper accounts, summarize the books and prepare annual reports and operating statements; discuss the operation of cooperatives at membership meetings and before boards of directors; meeting with groups of farmers to discuss the advisability of forming new cooperatives and explaining methods of organization; and



assisting existing cooperatives to secure charters, and if need be reincorporate so as to meet the requirements for credit set up by the Bank for Cooperatives. Assistance likewise has been rendered in connection with membership-relation problems in developing information for use by boards of directors to keep members informed of the operation of their cooperative organizations.

Texas reports that letters, magazine and newspaper articles, meetings, and personal contact with cooperative leaders have been used to assist cooperatives directly. Through county agents much indirect help has been given. During 1938, 108 meetings with an attendance of better than 17,000 farm people were participated in by the marketing specialist, and the bulk of these meetings were devoted to a discussion of principles of cooperation and cooperative activities. Business analysis and membership problems have been the subjects of discussion at directors' and membership meetings. County agents have called together the directors, managers, and other leaders from all cooperatives in the counties for a study of the principles and practices of cooperation.

The Georgia Cooperative Council has set up an educational committee to provide for the teaching of principles and practices of cooperation in the schools and colleges. Assistance was given in this work by the marketing specialist. Further assistance was given to the Georgia Cotton Producers' Association in organizing two cooperative cotton warehouses in the State during the past two years. Cooperative cattle shows and livestock sales have been held in cooperation with the beef cattle specialists and county agents. These shows and sales have been an incentive to producers to improve the feeding and marketing practices for cattle. Through the county agents assistance has been given groups of farmers in the various counties in making a savings through group buying and selling. These groups may or may not be formally organized as cooperative associations. It is estimated that the total savings obtained through such groups in 1938 was somewhere in the neighborhood of \$280,000.

In Tennessee assistance has been rendered cooperative marketing groups handling wool, sheep, poultry, and turkeys. In this connection the local wool pools were given help in pooling and selling operations and also in furnishing an advance to growers at the time of shearing. In cooperation with the Cumberland Plateau Livestock Association the annual ewe sale was held at which over 1,400 ewes were sold for 108 consignors from 11 counties. Assistance was given the Tennessee Poultry Producers' Association in the marketing of 31 cars of turkeys, capons, and other grades of poultry. The poultry production specialist cooperated in this program by supplying information on the selection of breeding stock as well as feeding methods.

The Oklahoma specialist in cooperation with county agents conducted an educational program throughout the year for the benefit of cooperative creameries in order to increase their efficiency. In the fall of 1937



the specialist assisted the Oklahoma Cooperative Creameries Association in working up an educational program for 1938. This program with committees to execute it, consisted of quality improvement, increased volume, publicity, good will and public relations, and cost of manufacture. When this program was set up, each creamery was asked to vote on what it desired in the program for the following year. The above points received the highest vote. The boards of directors and managers of the creameries met every three months to consider current problems and to hear a report of the committees on plans for the next three months. When the delegates returned to their own creameries, they considered and worked with their membership on the problems for that particular period. The program was very successful and a splendid representation of managers were present from creameries at all quarterly meetings.

The marketing specialist in Arkansas visited the member associations of the South Arkansas Truck Growers' Association, Inc., and discussed with them their marketing problems and with the cooperation of county agents helped to work out plans for correcting such problems. At the close of the season he met with the associations and reviewed for them the current marketing season and made suggestions for improvement in the future. In addition to assisting the member associations of the above organization, the Extension Service in Arkansas also assisted 37 independent cooperative marketing organizations handling fresh fruits and vegetables in the State. Such assistance is rendered in cooperation with the county agents and pertains to management and operative problems, as well as supplying the management with current crop and price outlook information.

Assistance was given the county agents and managers of the turkey pools which served three counties in Mississippi. Six carloads of turkeys, with the total sales amounting to better than 84,000 pounds, were sold for 857 farmers cooperating. As has been the custom for several years, the cooperative managers and county agents met in the office of the extension economist at the college and sold the turkeys to the highest bidders. Eleven cold storage and warehouse plants in the State were given assistance in establishing uniform scales of charges for services, managerial problems, meat-cutting practices, improving butchering methods, bookkeeping, etc. Additional work was done in sponsoring a PWA project to erect more plants of this kind in the State. Mention should also be made of the fact that the specialist and county agents assisted 19 local cooperative gins with their operative and managerial problems, as well as the Mississippi Cooperative Cotton Association in their operating policies, classing and grading work, and their loan and bookkeeping records.

Considerable assistance was rendered to livestock marketing associations and milk marketing cooperatives in Ohio on the basis of educational facts pertaining to the local situations. For example, the report states that the collection of data and fact-finding information over a period of five or six years along with the holding of educational



meetings with leaders and farmers in the area resulted in the establishment of a branch of the Cincinnati Producers' Commission Association on the Dayton union stockyards as a cooperative agency. As a follow-up, a 4-point educational program is enforced. The program consists of an analysis of livestock prices and spreads as compared with other markets, holding of county-wide meetings of livestock committeemen to present facts, the development of a cooperative trucking service for the area, and an expanded informational program such as newspaper releases, circular letters, etc. Contacts were made with the Cleveland Truck Area Association which is now comprised of 25 local units. Similar conferences of Columbiana County livestock producers were attended and assistance given in establishing a trucking service unit for trucking livestock to the Cleveland and Pittsburgh markets. The specialist assisted in securing the necessary information instrumental to the establishing of an area truck association in connection with the Pittsburgh producers for service to eastern Ohio, western Pennsylvania, and contributing territory from West Virginia. In connection with the Cleveland milk marketing operations, counsel was given to fluid milk marketing groups in helping to merge several cooperative milk marketing organizations into one association known as the Producers' Federation of Cleveland. Similar action was taken at Columbus and the new association is known as the Central Ohio Cooperative Milk Producers, Inc. Help was also given in formulating policies and assisting with an educational program on milk marketing fundamentals in the vicinity of Steubenville, and in the development of local leadership on the Huntington, West Virginia market.

The poultry marketing specialist and county agents were responsible for the operation of the cooperative turkey marketing pools in Kansas which involved supervising the killing, grading, and making returns to producers. Four cooperative turkey pools were supervised and their operations analyzed. Assistance was also given to a new poultry and egg cooperative organization and to a new turkey pool. Similar assistance was given in the cooperative marketing of dressed turkeys in Missouri, and it is reported that an additional 3.3 cents per pound, or 48 cents per bird, was secured over local prices. It is thought that the ground work has been laid for marked expansion in work of this nature in succeeding years. In addition to the assistance rendered in connection with turkey marketing in Missouri, the specialist also reports assisting, either directly or indirectly, 124 cooperative associations operating in the State which sold about \$250,000,000 worth of Missouri farm products and purchased \$937,000 worth of farm supplies for farmers. Assistance was also given in helping to organize nine new cooperatives and the specialist advised with the board of directors of seven regional purchasing and marketing associations. In Minnesota assistance was given in organizing the canning crop growers in three counties and several meetings were held for the purpose of discussing possible cooperation between growers of canning crops and canning companies.

Michigan reports that the marketing specialists made approximately 90 calls to 36 different local bean and grain elevators during the past



year for the purpose of rendering assistance with problems of refinancing, reorganization, patronage dividend distribution, membership relations, new cooperative associations, annual meetings, etc. A representative of the marketing staff in Michigan worked closely with the Michigan Potato Growers' Exchange in developing its marketing program and in maintaining contacts with the local membership. Assistance was also given the Exchange in contacting local associations in the upper peninsula. This resulted in more local associations selling their potatoes through the Exchange. At the request of the Exchange a marketing survey was conducted for the purpose of studying the potato chip manufacturing business in the State prior to the Exchange entering the manufacturing and selling of this commodity. It is expected that this business will expand and will be a factor in disposing of some of the surplus potatoes grown in Michigan.

The marketing specialists in Michigan report spending considerable time in attending conferences and meetings of the fruit cooperatives for the purpose of counseling with the officials of the associations regarding the problem of low fruit prices and the financial aspects involved. In addition, assistance was rendered the cooperative canning associations in the State in helping them to change their methods of operation to include a marketing agreement which provides for the retention of a specific percentage of the value of the fruit handled to be used for capital purposes. The marketing specialists and county agents in Michigan were also called upon to make recommendations relative to the problems arising from the operations of the cooperative supply business in Michigan. Such assistance was rendered the 140 local cooperative organizations constituting the Farm Bureau Service, Inc. Such service involved the reorganization of the associations' plans of operation and financing, making suggestions relative to purchase contracts, relationships with the St. Paul Bank for Cooperatives, and internal reorganization of its operating methods.

Considerable assistance has also been rendered by the Michigan marketing specialists and county agents to a large number of cooperative associations in Michigan by helping to set up and install uniform accounting systems. During the past year 24 cooperatives were assisted primarily in developing a single system of double entry records. This also included the setting up of patronage records and stockholders' ledgers. Technical advice and counsel on general accounting problems was given to 14 other associations during the year. Because of the close connection between the accounting records and income tax returns 28 cooperatives were given assistance in preparing and filing annual income tax returns or in making applications for exemptions and refunds. In Iowa, local cooperative creameries are reported to be demanding increased assistance of the marketing specialists in connection with accounting, reorganization, and membership problems. Seventy-nine creameries were reached on various phases of the work during the year.



In connection with the turkey marketing operations in Nevada, the function of the specialist with the cooperation of the county agents was to take charge of the assembling, packing, and shipping of turkeys at the different shipping points and otherwise coordinate the activities of the county associations during the marketing season. In this capacity the specialist acted as the contact agent between the Northwestern Turkey Growers' Association and the Nevada Turkey Growers' Association through which the turkeys were assembled for shipment. Turkey growers of five counties participated in the project. More than 165,000 pounds of turkeys were marketed cooperatively from these five counties.

California reports special assistance being given to some of the older well-established cooperatives in the State, particularly those marketing cotton, eggs, turkeys, citrus fruit, avocados, and tomatoes. The Interstate Associated Creameries, a regional sales agency, has been serviced by the marketing specialist in Oregon with respect to a wide range of problems including membership relations, labor relations, membership boundaries, proposed membership mergers, finance, managerial problems, better quality, and better grading service. Several days were also devoted to the study of the operation of the Challenge Cream and Butter Association in California to ascertain the possibilities of closer working relationships between the two regional organizations as to California operations. Advice and assistance pertaining to organic and capital structures, financing, and operating policies were also given by the Oregon specialist to cooperative seed marketing groups. Although specific examples have not been given, the marketing specialist in Idaho also reports considerable assistance being given to cooperative organizations in the State which pertain to special problems with certain organizations. In this connection special meetings were arranged with certain commodity groups for the purpose of discussing the commodity marketing problems which were of utmost importance.

In Connecticut the marketing specialist reports that help was rendered one of the larger poultry cooperatives in the State which was facing a financial emergency that resulted from bad debts and the purchase of a plant. The situation was explained to growers in local meetings and the difficulties were overcome. Vegetable growers in Connecticut, who had organized a market and operated it for two years on a leased basis, requested aid from the county agents and marketing specialist in helping the growers to decide whether the leasing arrangements should be continued or a new site purchased. After a number of meetings and after careful consideration a site was selected that could be bought for a very reasonable figure. In this instance, the marketing specialist prepared a plan of organization and drew up articles of incorporation and bylaws which after amendment and revision were adopted by the growers. By early spring the groups succeeded in purchasing the market site and have been operating successfully throughout the present marketing season. One other cooperative organization, a group organized to provide cold storage facilities for apple growers in the eastern part of the State, requested help from the marketing specialist from the standpoint of accounting procedures and general operating and budgetary policies.



The cooperative poultry and egg marketing association in Massachusetts also received assistance from the Extension Service from the standpoint of price policies, membership relations, use of credit by the association, the development of adequate accounting and bookkeeping systems, the development of facilities, and in the inauguration and operation of new policies where necessary. At the request of the cooperative associations, a project was inaugurated in 1937 which provided weekly price and market analysis for the cooperative associations in marketing eggs and poultry in New England. Each week during the year these associations make regular reports covering the average prices for the week and volume sold of both eggs and poultry. These data were immediately analyzed and tabulated and a report was prepared for the cooperatives who receive it the first of the following week. Included in the report, in addition to the statistical summary, were narrative statements concerning the current trend and condition of the egg and live poultry market in the East.

The Pennsylvania marketing report says "The Agricultural Economics Extension Department offers its services to cooperative organizations beginning with preorganization days and continuing throughout their entire life." If an organization is determined upon, advisory assistance is given in matters of policy, financing, type of organization, legal form, procedure, bylaws, systems of accounting, closing of accounts, bookkeeping, financial and statistical reports, and interpretation of such reports. During the life of the association instruction and advisory assistance are given in business policy and practices, management and financial problems. The report shows that such assistance has been rendered during the past year in the cooperative marketing of eggs, milk, wool, and sheep.

In Maine the marketing specialist in cooperation with the Chief of the State Bureau of Markets has been helpful to the directors of the Maine poultry cooperatives in working out plans for publicizing the efforts, aims, and accomplishments of the associations, for serving a larger membership, and doing a greater volume of business. Meetings were set up in eight counties of the State in which the marketing specialist participated and which were held for the above purpose. In addition, the marketing specialist assisted 19 other farmers' cooperative associations operating in the State with their organization and reorganization problems as well as with accounting and credit problems and help in developing better membership relations in the various associations.

Mention should also be made of the fact that the extension economist in Rhode Island reports having assisted the officials of the Rhode Island Cooperative Poultry Auction in the preparation of the financial reports for the annual meeting. Furthermore, the New York specialists assisted the State Sheep Growers' Cooperative Association in the State by analyzing the cooperative marketing of wool operations from 1920 to 1936 and in presenting the results of the survey to the directors of the organization. In addition, several conferences were held with the directors of the Sheep Marketing Association concerning



their plans for the marketing of wool in the future and current economic information on the trend in prices, woolen mill activities, and wool production was made available by means of service letters and mimeographed reports.

#### Consumer Cooperatives.

In addition to the assistance rendered to farmers' cooperative organizations, several States have also been active in assisting consumer cooperatives. Among the States which have rendered assistance to such organizations, mention should be made of the work conducted in New Hampshire, Ohio, and Oregon. The New Hampshire report states, "With the increased interest in consumer problems and greater activity on the part of government agencies, it has seemed desirable to give more attention to this field of work." Consequently, several addresses on consumer problems were given before labor and consumer groups, radio talks and articles were prepared on the subject and a purchasing exhibit was shown at three fairs.

The assistance rendered to cooperative consumer groups by marketing specialists in Ohio involved serving as a center of information and using such information in radio talks or circulars to help those interested in securing a clear and comprehensive picture, economic, social, and legal, of the project they had undertaken or were considering undertaking. The same procedure is followed in speaking to interested groups and in conferences with individuals who are considering such action. In Oregon the marketing extension specialist reports that groups of urban consumers in the State are being helped, both with their organization and operating problems.

#### Cooperative Councils.

The work with cooperative councils is another phase of cooperative activity which the specialists in several States have engaged in. In fact, in the States of Idaho and Oregon the State marketing specialists have also served as secretaries of a State cooperative council. In reporting this phase of work, the Idaho report states, "In past years the Council in cooperation with the extension economist has sponsored annually a series of educational meetings for the purpose of acquainting officers and members of cooperative associations with the fundamentals of sound cooperative efforts. These series of meetings have included many community and county-wide meetings in which farmers, directors, county agents, Smith-Hughes teachers, and other interested persons have participated. The Council sponsored and helped to finance the Institute of Cooperation, held during the summer of 1938, and has also sponsored public-speaking educational programs for 4-H Club and Future Farmer members on a State-wide basis. During the past year the extension economist, as secretary of the Council, arranged for and attended 23 executive and committee meetings in connection with the Council's activities. Each year the secretary works closely with the various committees in preparing



for the annual meeting, prepares a formal report of the activities of the Council for the past year, and outlines a program which he recommends that the Council undertake during the ensuing year." A similar program of activities is reported by the marketing specialist in Oregon who has served as secretary of his State Cooperative Council since 1927.

The marketing specialists and county agents in Minnesota, Kansas, and North Dakota have been active in connection with the program of county cooperative councils. One Minnesota marketing specialist reports attending 53 county cooperative council meetings during the past year which were attended by 895 individuals. The work in the State is just getting under way, and it is reported that the project has now been launched in 17 counties. Seven of these counties have perfected organization, five are getting well started, and five are in the formulative stage. The purpose of this type of work in North Dakota is stated as being to study cooperative problems and cooperative needs of the counties with directors, managers, and other cooperative leaders, and to encourage general cooperative education in the county and with the membership of individual cooperatives. Only one additional county cooperative council was organized in the State during the past year. In Kansas, where the work has been underway for several years, the county organizations are meeting with varying degrees of success but by and large are contributing considerably to the cooperative educational programs in the counties.

#### National and Regional Institutes of Cooperation.

With the holding of the annual meeting of the American Institute of Cooperation in the Pacific Northwest during the summer of 1938, extra duties were placed on the shoulders of the marketing extension specialists in that area. This is particularly true in connection with the specialists in Idaho and Oregon as has already been mentioned. The specialists from these States served on the program committee, and the job of building a week's program which involved 40 separate departments and a total of 140 speakers is reported as taking considerable time of these men. Reports show that marketing specialists from a large number of States attended and took part in this meeting.

A somewhat similar organization, known as the New England Institute of Cooperation, holds its annual meeting in the Northeastern States. In this connection the marketing specialist in Rhode Island reports serving as a member of the executive committee of the Institute and acting as secretary of the Rhode Island committee in charge of the program of the Institute. Many of the marketing specialists in the Northeastern States report having attended and participated in the annual meeting of this organization.



## SURVEYS AND ANALYSIS WORK

In order to supply the best information regarding any specific problem or combination of problems, it is frequently both desirable and necessary to supplement the marketing research information made available by the State Agricultural Colleges and Experiment Stations. In doing so the marketing specialists collect additional data and information through surveys and analyze such data in order to be of the greatest assistance to farm groups in solving their marketing problems. As will be shown, such procedure is widespread among both State and county workers and is applied to a great variety of problems and situations, many of which pertain to the field of cooperation.

### Market Surveys.

Several surveys were made during the year in North Carolina. Two of the surveys were farm-to-farm surveys which embraced marketing and credit factors relating to Irish potatoes, cabbage, and green beans. A third survey pertained to operations in this work of the various farm cooperatives acting in North Carolina. The cooperative survey was conducted in cooperation with the Columbia Bank for Cooperatives. At the request of the South Carolina Vegetable and Potato Society, the marketing specialist in cooperation with the Cooperative Division of the Farm Credit Administration made a survey of the vegetable industry in three counties in the State. A total of 136 growers were interviewed in connection with this survey. A report of the work was released early in the year, and as a result of the findings interest in a cooperative vegetable marketing organization was revived. A group of growers completed the organization plan for an association and the South Carolina Vegetable Cooperatives, Inc., has been set up. With increased production of hogs in South Carolina and the desire of producers for a ready market for livestock of all kinds, consideration has been given to the auction method of marketing livestock. During the year a study was made to consider the possibilities of organizing several farmers' cooperative livestock auction markets.

Auction markets have also received consideration in Florida. It is reported that considerable pressure has been brought to bear on the Florida Citrus Commission by various interests to make an investigation of the auction markets in the State. The Commission requested the extension economist in marketing to assist in the project by determining how much demand existed for such a survey and what might be achieved. In this connection, it was learned that the Farm Credit Administration and the Federal Trade Commission had already done considerable work along this line and the results of the studies were made available to the Commission and the various leaders in the industry. In Kentucky a survey of three farmer telephone associations was made in preparation for the discussion of such a set-up in two counties where farmers have requested help with such a program.



A number of surveys pertaining to marketing considerations have been conducted in Oklahoma during the past year. The report shows that surveys were conducted in four counties relative to cooperative lamb schools. The cotton growers in the vicinity of Hollis were assisted in making a survey as to the possibilities of establishing a cooperative gin. Another survey was made in Ottawa County relative to establishing a broiler business in the county. The survey showed no promising possibilities for the present and the project was dropped. A group of vegetable growers in the Tulsa market were assisted through their organization in securing information on proper buildings to erect and the requirements used in other areas. In addition to the above, a comparative study of the monthly egg prices reported by producers was made. The conclusion from this study seems to indicate that for the 8-year period, 1930-38, the Oklahoma egg price has not been noticeably out of line with that in neighboring States. A similar price survey as that on eggs was conducted in connection with turkey prices. This was desirable in order to have information on live turkey prices at various points in the State, especially at points where marketing demonstrations were being conducted.

During the past year the services of the Extension Department in Wisconsin were requested to conduct a survey of the dairy marketing situation of five cooperative plants located in two counties. These plants had a patronage which was located in five different counties affecting upwards of 1,000 producers. The problem here was to make a survey and report to these organizations in meetings held separately and jointly. Mention is also made of the fact that certain aspects of this work were carried on in cooperation with the State Department of Markets. In cooperation with the Poultry Department of the University, a study was made to determine the relative merits of two suggested locations for a large cooperative poultry and egg plant in the northwestern part of Wisconsin. The findings of the survey were submitted to both groups concerned. Consideration was also given to an egg marketing project in Center Valley, Wisconsin, where there is a large and successful general farm supply association. Here it is proposed to combine egg marketing with supply and egg purchasing which would render more services to members and increase the volume of business for the cooperatives.

A survey was conducted in Webster County, Iowa to determine grain marketing methods used in the county and to get some idea of the allocation of costs as between sidelines and grains handled. The business records of six elevators were used in this survey and the results were returned and discussed before interested parties in the county. A much broader study of grain marketing methods was undertaken in cooperation with the Farm Credit Administration which will continue during 1939. The specialists in Michigan also report cooperating with the Farm Credit Administration in making a survey of local livestock auctions operating in the State.

In a cooperative grain elevator survey, conducted in North Dakota, the business records of 112 farmers' elevators located in 42 counties



were used. The plan was not to secure a record from all of the cooperative elevators located in the State, but rather to secure such records as would represent the various regions and conditions found in the State. From these records some 17 operating factors were worked out which pertain to the business practices of 112 elevators. These factors were summarized and returned to the various managers and directors for their information. In a number of instances the summaries were returned in person and meetings were held for the purpose of explaining the results of the survey. Similar elevator surveys have been reported in Nebraska, Ohio, Kansas, Oklahoma, Montana, and Oregon.

A survey of the income and expense of operating 18 Minnesota locker plants was conducted in cooperation with the Division of Agricultural Economics. Counsel and direction were given by the marketing extension specialist in tabulating, collecting, assembling, and analyzing the data. Another survey of 261 local cooperative livestock shipping associations was made with the cooperation of representatives of the Farm Credit Administration. A survey of the cooperative creameries of one county in the State of Minnesota was made to determine what adjustments the creameries have made and need to make in order to meet the new trends and developments in dairy marketing. Particular emphasis was placed on the analysis of the factors affecting the efficiency of the cooperative creameries in the area. Careful attention was given to the competition between cooperative creameries in the area and to competition provided from outside sources. Additional work of this kind in Minnesota had to do with a survey which was made to determine the advantages and disadvantages of handling poultry and eggs through cooperative creameries. Furthermore, a study was made of inspection certificates covering 21,000 cars of potatoes inspected during the 5-year period 1930-35. This study revealed the reasons why potatoes fail to grade U. S. NO. 1. The percentage of potatoes going into this grade could be increased from 50 to 87 percent had a somewhat better job of grading and sorting been carried out.

In response to a request from the county agent in Cook County, Illinois, the marketing specialist assisted in conducting a survey to determine the desires of Cook County vegetable growers regarding marketing hours on the West Randolph Street Market in Chicago. The market has been open practically all of the time, which made for unsatisfactory market and sanitary conditions. The results of the survey indicated the need for closing the market in the evening and clearing the streets in the afternoon. This was done by the market officials and resulted in an improved market and more sanitary conditions. Four other surveys were made and sent to the cooperatives covered in the surveys. These included grain, livestock, dairy, and purchasing associations. In Indiana assistance was given in studying the cost of distributing milk in Indianapolis. Wages of wagon drivers constituted 55 percent of the total cost, and it was found that a considerable savings could be made by leasing the routes to individuals.



In cooperation with the Agricultural Economics Department in Maryland, a survey was made of net prices received by producers for eggs sold on the basis of government grades as compared with those sold to hucksters and other agencies collecting eggs at the source of production and likewise to those producers selling directly to their own special customers. The results of this study appear in Experiment Station Bulletin No. 418. Several surveys were conducted in Pennsylvania which had to do with the marketing of potatoes. For example, several surveys were conducted in different parts of the State to determine existing marketing problems, consumer demand, and grades best suited for Pennsylvania potatoes. Another survey was made in Lycoming County to determine the variation in grading of supposedly U. S. No. 1 potatoes being sold by retailers. Results of the survey showed the need for grading demonstrations. A similar survey was made in Jefferson County dealing principally with defects in potatoes affecting marketability. Most defects proved to be due to inadequate spraying. At the request of the Philadelphia Vegetable Growers' Association, a market survey of buyers' attitude toward locally-grown celery was made in order to determine the underlying weaknesses of the present grading and marketing system. The results of the survey caused the growers to decide upon a definite grading and marketing program. Specifications were developed under which "Sweet Nut" brand (fancy grade) and "Liberty Bell" brand (second grade) were developed. Forty thousand crates of celery were graded and packed. Another economic survey was made in 19 counties for the purpose of learning practices followed by farmers which form the basis for extension programs.

The results of a survey conducted in New York of four public markets show that a regional market operated by a farmers' cooperative association served efficiently to provide facilities for both locally grown and shipped in perishable products. Another survey was made to determine the success of roadside markets. About 175 operators were interviewed and 155 complete records were obtained from farmer operators. Information obtained had to do with sales, expenses, type of stand, commodities handled, traffic count, weeks when the stand was operated, and similar information. Information was also collected by the New York specialist concerning the various types of livestock within a radius of 50 miles of the City of Utica and within a similar distance of Syracuse. After this information had been assembled it was presented at public hearings of the Central New York Regional Market Authority to serve as a partial basis for the location of livestock markets in central New York. Upon request, a survey of Asbury Park, New Jersey, was made to determine the advisability of establishing a farmers' public retail market in that city. The New Jersey report states that the farmers' market in Trenton is also being studied to determine what distances farmers travel to patronize the markets, the number of farmers selling on the market, general information on prices compared to other retail markets, and the type of consumers who buy on this particular market.



The Connecticut marketing specialist reports that, in cooperation with marketing specialists in other Northeastern States and representatives of the Farm Credit Administration, a study of non-auction poultry cooperatives is being made. In Rhode Island a survey was made of the fluid milk supply situation during the summer months in several "vacation" townships. Materials were prepared and supplied to the county agent for his use in discussing the situation in the townships. Another activity of the specialist in Rhode Island was that of surveying the damage caused by the hurricane in 1938. A survey of the sales of poultry and eggs by retail stores was made in New Hampshire. Thirty-six independent retail stores were contacted in Laconia and Lakeport. The report shows that these stores were using almost 100 percent native eggs. Only about one-third of these stores were handling poultry and about 75 percent of the chickens handled were natives. Furthermore, it was reported that the native turkey supply seemed to be less satisfactory because only 17 percent of the birds handled were locally produced. It is also reported that cooperation has been given representatives of the Farm Credit Administration in their egg-auction study which was conducted in 1937 and 1938.

In order to investigate the possibility of developing the canning of yellow-eye beans in Vermont the marketing specialist, county agent, and a representative of a canning company contacted farmers for the purpose of determining whether they would grow beans for the cannery. A number of the farmers agreed to do so, and although these canning operations have been on an experimental basis, they have proven satisfactory and a greater quantity of beans will be contracted for in the future. The marketing specialist in Maine assisted the Maine Potato Growers' and Shippers' Association and the Bureau of Plant Industry in studying potato transportation and heater-car services, transit frost losses, and related items. In addition, information was collected on farm women's markets operating in the State in order to develop such a market in Cumberland County in the near future.

A number of market surveys were also made in Oregon during the past year. A survey was made of the effects of country buying and county auctions to determine the effects of these methods of operations upon livestock prices. Furthermore, a detailed study was made under the supervision of the specialists of 62 Oregon cooperatives distributing farm supplies. The results of the survey promised to contribute measurably toward stability and effectiveness of this movement. In cooperation with other specialists and county agents, a study was made of a cold storage locker development in the State, with a view of their effect on meat demand. The Oregon report also relates that several studies were made during the year which pertain to the marketing of grain in the State, and these surveys will provide an ideal foundation for effective extension work with the groups concerned.



### Market Analysis.

Closely allied to the work reported under market surveys is the analysis work which has been conducted by the marketing specialists and county agents in several States. The chief difference between the two types of work is that in the latter the data were readily available and no surveys were necessary. In many instances this work pertained to price analysis work and assistance with operative problems.

For example, in Massachusetts current market prices of eggs and live poultry were analyzed. The results of this work were currently supplied to county agents who used the material extensively in their regular contacts and project assignments with the poultry industry in their respective counties. Furthermore, the specialist in Massachusetts analyzed prices and receipts of the Boston produce market during the year and made these results available to the association. The results are being used in determining policies for the market. In addition, at the request of the officials of the New Bedford and Fall River Associations in Massachusetts, the marketing specialist collected statistics and made a market analysis of their activities. The directors of the associations used the results of this work to conduct their market operations in a businesslike manner and to bring about greater efficiency in the operation. In Oklahoma the Extension Division has kept in close contact with the Oklahoma Sales Day Associations for the purpose of helping the associations to be of more service to farmers in the areas served. The chief activities of the extension marketing specialists in this project were summarizing reports of sales each month, working up an annual report on the basis of monthly reports, and sending these reports to the associations reporting.

Tobacco marketing methods as practiced on Kentucky markets have been criticized by many farmers. They have called numerous meetings to discuss means of improving the sale and have considered the organization of a cooperative. The Farm Bureau has been active in arranging many of the meetings. The marketing extension specialist was asked to help the farmers study the situation which he did by presenting an analysis of several important problems. By this means, farmers were assisted in clarifying their thoughts on these marketing problems, and as a result some united action may develop. In Ohio an analysis has been made of a lamb marketing improvement program which has been under way for several years in the counties. The lambs pooled from the counties graded much higher than the market run and sold at prices from 48 cents to \$1.29 per hundred above the market average.

Considerable time has been devoted to the analysis of market price data on markets used by Indiana farmers, and such material has been and will be used in extension publications. This material has also been quite valuable for use in the regular projects of extension work. Other market analysis work conducted in Indiana had to do with an economic study of dairy production, milk and butterfat distribution, and processing



procedures which were made in eight counties in the east central part of the State; to determine the advisability of establishing an egg auction in the northwestern part of the State; an analysis of the supply of eggs available in Tippecanoe County and adjoining counties to support an "egg-car" shipping program; and a study of the egg supply in eastern border counties with possible aspects of membership in the egg auction established at Versailles, Ohio.

The marketing extension specialists in Iowa also gave due consideration to market analysis work in conducting their extension programs. The reports show that analysis of livestock price differentials between markets, based on market news, have been conducted during the year and the results released to interested parties. In addition an analysis was made of the cost of operating a credit business by seven elevators in Wright County, Iowa, which included a summary of the practices and methods of handling credit in the county. This information was returned and discussed with the officials and personnel of the associations and resulted in a distinct change in the credit policies of the elevators involved. Still another market analysis was made in Iowa having to do with the marketing of poultry and eggs in seven counties. This work was conducted in cooperation with a marketing committee of producers whose interest lies in studying and formulating programs for the improvement of market prices, methods used by market associations, and in stimulating producer effort in improving their own situations. Mention is also made that several days were spent in cooperation with research specialists in conducting a rather detailed analysis of operations of local creameries on both a county and trade territory basis.

In Nebraska an analysis is being made of the business operation of cooperative oil and gas associations in the State. This work is being based on the business records of the association and is being conducted in cooperation with representatives of the Farm Credit Administration. To date the work has proven to be well worth while from the standpoint of pointing out the strong points and weaknesses of the association. In the field of dairy marketing in Wisconsin, work has been undertaken with several cooperative organizations. Assistance was given the Madison Milk Producers' Cooperatives with respect to the advisability of purchasing a milk plant and going into the distribution of milk. The business of the Excelsior Cooperative Creamery was analyzed and suggestions pertaining to the general operations and policies of the creamery were made to the board of directors and manager. After analyzing the situation of the Nelsonville Cooperative Creamery Association, assistance was given in the reorganization of its operations. Similarly, an analysis was made of the Waupaca area and the specialist met with the directors of these creameries in considering the information brought out by the survey.

Increased attention during the past few years has been given to the problem of marketing farm crops under contractual agreements in Wisconsin. This work was begun at the insistence of the spokesmen for



the 18,000 sugar beet growers in the lake shore, southern, and eastern counties of the State and the manufacturers of sugar. In order to provide the essential information to growers in this instance, it was necessary to make an analysis of the operations of the three sugar companies and report the results of this analysis to a selected group of representative growers. The thought back of this procedure was that of placing responsibility on leadership in the industry who would assume the burden of any organization work. As a follow-up to this work, the specialists proceed to the most contentious point, namely, that of the terms or provisions of the contract of sales. Similar work is done in connection with the operation of all types of firms processing cash crops such as peas, beans, corn, cabbage, tomatoes, asparagus, cucumbers, and celery. Representatives of the processing and canning firms have indicated that there is need for such information and guidance.

#### ACTIVITIES RELATED TO MARKETING EXTENSION WORK

##### Market Facilities.

Increased consideration has been given by marketing specialists to present conditions existing on produce markets, particularly in the eastern section of the country. According to a study released by the Bureau of Agricultural Economics, the market facilities for distribution of produce in Philadelphia are obsolete and inadequate. Recommendations for improvement have been brought before the trade, and the situation, together with these recommendations, have been discussed in meetings with growers by marketing specialists in Delaware, New Jersey, Pennsylvania, and Maryland. Representative growers were selected at these meetings to function on a committee with consumers and members of the trade. The duties of the committee are to develop plans for improving the market and put these plans into operation in cooperation with all interested parties. The specialists from the above-named States have met with committees from time to time for the purpose of developing procedure and plans to bring about more satisfactory facilities on the market and to study various methods of financing any new developments.

Furthermore, the State extension editors have assisted in acquainting growers, consumers, and the trade with the present situation in the produce market and have reported the activities of the committee through newspapers, magazines, and by radio. In this connection, photographs of conditions on Dock and Callowhill Street markets were made for publicity and educational purposes. Growers and dealers have been investigating sites for a new market, as well as considering the type of market that might be best suited for Philadelphia needs. The Carlot Receivers' Association which is represented on the grower-dealer committee met with the officials of the Pennsylvania Railroad to determine whether present unused facilities at that terminal could be obtained for the display and sale of wholesale truck receipts. The railroad was favorable. As can be seen, progress is being made in connection with



the problems on this market, and it is hoped that new facilities will be available for future use.

The marketing extension specialist in Maryland also cooperated with representatives of the Agricultural Economics Department at the University, and a study was made of the congested and inadequate facilities of the Baltimore City market. The results of this study were presented to representative truck growers and Farm Bureau and Grange representatives at meetings held in several counties. Suggested plans for improving the physical marketing facilities were involved and will be presented at the annual meeting of the State Farm Bureau Federation. Meetings of the board of directors of the Governor Dyer Cooperative Market were attended by the specialist in Rhode Island. In these meetings policies in connection with the operation of the market were discussed with the directors and information pertaining to special problems presented to them. In Georgia the specialist worked with the State Bureau of Markets officials and with representatives of the Bureau of Agricultural Economics and market managers to determine what should be done to correct undesirable conditions and duplication of wholesale markets in the State. Although similar activities were engaged in by the marketing specialists in other States, no report has been made of such work.

#### Publications.

In addition to the immense amount of marketing publicity which has been conducted by the State marketing specialists and county agents during the past year by means of radio, daily and weekly press, and periodicals, specialists have prepared or assisted in preparing a number of mimeographed and printed publications for distribution. Reported publications which have been prepared and given wide distribution may be listed as follows:

Hog Prices, Jacksonville, Florida, by Grades and Weights - Florida  
Citrus Canning in Florida - Florida.  
Marketing Sugar Cane Syrup in Mississippi - Mississippi.  
Factors Affecting Beef Cattle Prices - Indiana.  
Factors Affecting Poultry and Egg Prices - Indiana.  
Selling for the High Dollar - Illinois.  
Financial Records of Farmers' Creameries - Iowa.  
Some Information on Livestock Marketing Outlets Available to  
Iowa Farmers - Iowa.  
Cold Storage Lockers - Minnesota.  
Financial Operations of Farmer-Owned Elevators in Ohio - Ohio.  
Standards for Analyzing Operating Problems of Gas Associations -  
Nebraska.  
The Tobacco Marketing Situation - Wisconsin.  
North Dakota Cooperative Laws - North Dakota.  
Brooding and Feeding of Young Turkeys - Nevada.  
Turkey Production Studies - Nevada.  
Semiscald Methods of Dressing Turkeys - Nevada.



Milk Market Review (A Service Letter) - New York.  
Financial Returns from Farming for Twenty-Four Years - New York.  
Apple Varieties in New York - New York.  
Some Facts Concerning the Apple Situation - New York.  
Marketing Western New York Peaches - New York.  
Statistics on the Sour Cherry Industry - New York.  
Canning Tomatoes - New York.  
Country Fruit and Vegetable Auctions - New York.  
Potato Inspection in Retail Stores - New York.  
Potato and Vegetable Handbooks - Connecticut.  
Hurricane Emergency Services and Facilities Available to  
Farmers - Connecticut.  
Credit Available for Farmers - Connecticut.  
Reference Manual on Poultry Statistics - New Hampshire.  
Average Prices on Laying Ration Ingredients - New Hampshire.  
A Picture of the Asparagus Industry for New Jersey Growers -  
New Jersey.  
Some Elements in Our Present Dairy Situation - New Jersey.  
Potato Storage Houses for Track Side and Farm - Maine.  
Cold Storage Lockers - Maine.  
Legal Phases of Cooperative Associations - Maine.

Several other publications are reported as being in process of completion in the several States.

#### Visual Aids.

In addition to the numerous economic charts which marketing specialists prepared for the purpose of aiding and presenting marketing information, several States have produced motion pictures, film strips, color slides, and have prepared exhibits for State fairs as aids to their marketing programs. The States of New York and Massachusetts have produced motion pictures. The title of the picture produced in Massachusetts is "Produce Goes to Market," and has been shown at vegetable growers' meetings throughout the State. The New York report states that the Extension Service has conducted marketing tours to the New York metropolitan market for groups of farmers for several years, but some farmers find it difficult to attend these tours for numerous reasons. Consequently, a motion picture of these tours was prepared to be used by specialists and county agents to stimulate interest in the market tours and to carry the message to those not able to attend.

Illinois and Arkansas prepared film strips pertaining to marketing problems. The strip and accompanying phonograph records produced in Illinois had to do with the topic of "Why Farm Prices of Milk Change." It is stated that this strip was developed as a step in bringing more information to the producers in the counties. The 45-frame film strip produced in Arkansas had to do with the marketing of potatoes in the State. Copies of the film, together with an accompanying mimeographed explanatory manuscript, were made available to county agents in potato counties just



prior to the harvesting season for use in community meetings. Two hundred and twenty-five natural-colored slides were prepared in Pennsylvania which deal with roadside markets, fruit grading and packing, vegetable grading and packing, grading of cannery tomatoes, and types of containers used in the marketing of fruits and vegetables.

States reporting the preparation of State fair exhibits are Rhode Island, Indiana, and Kentucky. In order to give Kentucky farmers a picture of the extension program in marketing, an exhibit at the State fair presented the idea that "The College of Agriculture Brings You Marketing Facts." Three panels presented radio programs, publications, and farmers' meetings as the means by which those facts were brought to farmers. Favorable comments from fair visitors indicated that the exhibit helped to acquaint farmers and others with the work of the marketing specialist. In Indiana the marketing specialist and animal husbandry specialist worked together in preparing an exhibit entitled "Some Factors Affecting Livestock Market Returns." Another exhibit entitled "Relation of Grade of Beef to Price" will be prepared the coming year. In Rhode Island the extension economist reports as being a member of the college committee responsible for the exhibit at the State fair. In Michigan the marketing specialists report giving assistance in conducting four district potato shows, and in Iowa one of the marketing specialists cooperated with the Farmers' Grain Dealers' Association in writing and supervising the production of a playlet entitled "The Annual Meeting."

#### State Advertising Programs.

In Maine the specialist assisted in arranging an advertising campaign to promote the consumption of potatoes. In addition, the South American situation was investigated as to a possible potato seed market. Much time was given in compiling economic information for the Minnesota dairy industry committee to be used as a basis of determining the direction to be taken in a State butter advertising campaign. Early in 1938 apple growers incorporated themselves into an organization known as the New Jersey Fruit Institute for the purpose of advertising New Jersey apples in an attempt to secure a preferred market. Two hundred thousand bushels of apples were pledged at 1 cent per bushel for the purpose of hiring an agent to contact retail outlets and promote the sale of New Jersey apples. Special sales drives through chain stores and other retail outlets were made. The specialist was asked to assist in several phases of the program.

#### Agricultural Legislation.

The Connecticut extension economist reports many changes in legislation affecting the agriculture in Connecticut which occurred during the year. An attempt has been made to keep farmers informed of the changes which are most important to them in the State. One of the laws has to do with the regulation of trucking by the State Public Utilities Commission. A series of answers to questions composed by the Extension



Service has been prepared by the Public Utilities Commission to help farmers interpret the law. In addition, some analysis of wages and hours legislation was made upon the request of specialists and farmers, but no definite public informational material was issued due to the uncertainty as to the interpretation of the law. The specialist in Maine made a study of the financial report issued by the State treasurer, news articles, and other reports indicating the trend of thinking regarding tax legislation in the State. In Maryland the marketing specialist had several conferences with representatives of the Baltimore Association of Commerce, and upon request two tentative bills pertaining to grades and standards of fruits and vegetables and the labeling of containers under a State trade mark were prepared for possible presentation at the next session of the legislature.

In connection with the Fair Labor Standards Act as it applied to bean elevators and processing plants in Michigan, the marketing specialists were requested to assist in preparing materials to substantiate objections to the Act and which were presented at the Washington hearing. As a result considerable modification and certain exemptions were granted to the local bean picking industries. It is thought this will mean a saving of many thousands of dollars to Michigan farmers. Iowa reports that one of the marketing specialists was requested to prepare an exhibit having to do with the economic status of Iowa agriculture, to be used in connection with three freight rate hearings which were held during the year. Assistance was also given several of the commodity cooperatives and farm organizations in the State in preparing their exhibits which were presented at the freight rate hearings.

#### Agricultural Adjustment and Planning Programs.

In a number of instances the marketing specialists in several of the States have been called upon to give assistance in connection with agricultural adjustments and county land use planning programs. Specialists making such reports are located in Oregon, Nevada, Utah, Minnesota, Iowa, and Maine. Although the types of duties performed by the marketing specialists in these States in connection with the above programs were quite varied, most of them were of short-time duration. Furthermore, since a detailed analysis of this work will be made in another report, space will not be given to a consideration of this work at this time. Likewise, several of the marketing specialists have given part of their time to the conducting of formidable rural credit programs in their States. These activities will also be reported in a separate report.

It would be impractical to report here the numerous committee meetings and conferences attended by State marketing specialists during the year. Consequently, only mention will be made of this work in passing. One other phase of activities engaged in by marketing specialists during the year should be mentioned before bringing this report to a close. This work relates to assistance which marketing specialists have

given to other extension workers in connection with their various programs. Reports show that much work has been done of a general nature in advising with other subject-matter specialists in the marketing phases of their projects. In some cases such assistance is necessary in order that the subject-matter specialists carry a part of a marketing program in those States where marketing personnel is not adequate. In other instances such assistance is given extension representatives in order to help them round out their programs in certain phases of marketing which can be easily carried in connection with the subject-matter programs.

#### COUNTY EXTENSION AGENTS ARE ASSISTED BY MANY SPECIALISTS IN CONDUCTING LOCAL MARKETING PROGRAMS

Although this report has been made entirely upon information contained in the annual reports of the State marketing extension specialists, recognition is given to the assistance and excellent marketing work which has been conducted by other extension representatives, in connection with their various specialties. It is generally recognized that farm management specialists, other agricultural economists, production specialists, club leaders, home demonstration and management specialists, and others have rendered valuable assistance through the county agents in certain phases of marketing, such as quality improvement, grading and standardization work, Federal and State marketing agreements and purchase programs, market outlets, and on methods and principles of marketing. This assistance has been quite helpful in furthering the marketing program and in assisting rural people throughout the United States.

#### STATISTICAL REPORT

The following statistical report has to do with the marketing programs and activities discussed in the foregoing pages:



Summary of Marketing Results 1938

	Number or value
Counties reporting work.....	1,892
Days devoted to projects by agents and specialists.....	26,206
Communities in which work was conducted.....	18,607
Voluntary local leaders or committeemen assisting.....	13,213
Adult result demonstrations conducted.....	7,802
Meetings at result demonstrations.....	939
Method demonstration meetings held.....	3,226
Other meetings held.....	9,149
News stories published.....	10,906
Different circular letters issued.....	8,140
Farm or home visits made.....	37,307
Office calls received .....	278,208
Marketing associations or groups assisted in organizing during the year.....	1,359
Marketing associations previously organized assisted by extension agents.....	5,348
Membership in associations and groups organized or assisted.....	889,591
Individuals (not in associations) assisted with marketing problems.....	325,577
Organizations assisted with problems of standardizing, packaging, or grading.....	1,723
Organizations assisted with problems of processing or manufacturing.....	559
Organizations assisted with problems of locating markets and transportation.....	1,597
Organizations assisted with problems of use of current market information.....	2,359
Organizations assisted with problems of financing.....	1,258
Organizations assisted with problems of organization.....	1,942
Organizations assisted with problems of accounting.....	918
Organizations assisted with problems of keeping member- ship informed.....	3,561
Individuals (not in organizations) assisted with problems of standardizing, packaging, or grading.....	70,728
Individuals (not in organizations) assisted with problems of processing or manufacturing.....	18,131
Individuals (not in organizations) assisted with problems of locating markets and transportation.....	76,710
Individuals (not in organizations) assisted with problems of use of current market information.....	150,374
Products sold by all associations or groups organized or assisted.....	\$357,090,389
Products sold by individuals (not in organizations) assisted.....	\$100,578,234
Supplies purchased by all associations or groups organized or assisted.....	\$ 55,807,815
Supplies purchased by individuals (not in organizations) assisted.....	\$ 13,462,491



# Summary of Expenditures for 1955

Amount	Description
1,000,000	General operating expenses
1,000,000	Salaries and wages
1,000,000	Travel expenses
1,000,000	Telephone expenses
1,000,000	Postage and freight
1,000,000	Printing and reproduction
1,000,000	Office supplies
1,000,000	Repairs and maintenance
1,000,000	Utilities
1,000,000	Insurance
1,000,000	Depreciation
1,000,000	Interest
1,000,000	Income taxes
1,000,000	Gifts and contributions
1,000,000	Research and development
1,000,000	Capital expenditures
1,000,000	Other
1,000,000	Total





